Analysis and classification of customers using data mining techniques to improve Relationship with customers

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Abstract Today, with the development of database systems and the huge volume of data stored in these systems, we need a tool that can be stored data processing and provides users with the information obtained this process. Customer Relationship Management referred to all processes and technologies that companies and organizations use to identify, classify, promote, develop, maintain and provide customer service. Because of the large volume of customer data in order to classify customers data mining methods were used to analyze customer data and data mining algorithms for analysis and classification of customer was determined by KDD Cup 2009 dataset. After data entry to Data Mining Applications preprocessing on data applied and reduce the number of features to raise the correctness and accuracy of the algorithms. The second chapter deals with customer relationship management and data mining concepts were expressed. In the third chapter review of work done in the past in this area. The proposed method was introduced In the fourth chapter. In the new method of combining Adaboost algorithm with decision tree, Naïve Bayes, KNN classifiers to classify the data set was used. Comparison of accuracy of the results obtained three classification intended that the accuracy of NaiveBayes classifier is 99.71% and With a difference of only a few hundredths of a percent more than the classifier is better than Knn and decision tree classifier accuracy with the lowest percentage accounted for 98.16%. Keywords: Customer relationship management, data mining, classification, algorithm Adaboost.

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