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# Data mining techniques for customer relationship management

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## Abstract

Advancements in technology have made relationship marketing a reality in recent years. Technologies such as data warehousing, data mining, and campaign management software have made customer relationship management a new area where firms can gain a competitive advantage. Particularly through data mining—the extraction of hidden predictive information from large databases—organizations can identify valuable customers, predict future behaviors, and enable firms to make proactive, knowledge-driven decisions. The automated, future-oriented analyses made possible by data mining move beyond the analyses of past events typically provided by history-oriented tools such as decision support systems. Data mining tools answer business questions that in the past were too time-consuming to pursue. Yet, it is the answers to these questions make customer relationship management possible. Various techniques exist among data mining software, each with their own advantages and challenges for different types of applications. A particular dichotomy exists between neural networks and chi-square automated interaction detection (CHAID). While differing approaches abound in the

automated interaction detection (CHAID). While differing approaches abound in the realm of data mining, the use of some type of data mining is necessary to accomplish the goals of today's customer relationship management philosophy.



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## Keywords

Customer relationship management (CRM); Relationship marketing; Data mining; Neural networks; Chi-square automated interaction detection (CHAID); Privacy rights

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**David C. Yen** is Professor and Chair of the Department of Decision Sciences and Management Information Systems at Miami University. He received a PhD degree in MIS and a Master of Science degree in Computer Science from the University of Nebraska. Professor Yen is active in research, has published two books and over 150 articles which have appeared in *Communications of the ACM*, *Information & Management*, *International Journal of Information Management*, *Journal of Computer Information Systems*, *Interface*, *Telematics and Informatics* and *Internet Research* among others. He was also one of the co-recipients of a number of grants including grants from the Cleveland Foundation (1987-1988), GE Foundation (1989), and Microsoft Foundation (1996-1997).

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