Customer Relationship Management Classification by Hybridizing Genetic Algorithm and Fuzzy K-Nearest Neighbor

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Abstract

Data mining is the procedure of extraction of data from different datasets on the premise of various attributes. In the CRM, various relational attributes are accessible in the dataset. Information about relations of the customer with the enterprise is available in the dataset. The dataset must be secured utilizing rules for extraction of information. Basically Churn, appetency, up selling and score are the significant entities which will be considered in the proposed work. To eliminate the problems of CRM database a new hybrid algorithm is introduced which will be the combination of GA and Fuzzy KNN classification.

References

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Index Terms

Computer Science          Fuzzy Systems
Keywords

CRM, Types of CRM, Data Mining, Genetic Algorithm, Fuzzy KNN.