Abstract

E-advertisement data mining can facilitate to identify advertisers and customers buying behaviors, discover customer impressive patterns and trends, improve the quality of e-advertisements, better utilization of e-ads in various industrial sectors, achieve better cost effective methods and enhance more effective ad-formats. The use of IT application like SQL query and data mining softwares are providing the e-advertisement related information i.e. product analysis, trends analysis, product promotion, demand forecasting, and new product development. This paper gives brief view about various advertiser Industry trends. Various sector wise e-advertisement related data from 2001 to 2010 have been collected and applied the tools and technique of data mining for finding similar cluster. Subsequently, statistical technique has been applied on similar cluster for predicting ratio of expenditures in e-advertisements by various industrial sectors. Effective use of data mining will earmark of e-advertisement in various industries like consumer service, retail, auto, travel, computing, media, financial service, telecommunication etc.

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Application of Data Mining to Explore Effective Utilization of E-Advertisements in Various Industries

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Index Terms

Computer Science
Keywords
Data Mining  Clustering  Knowledge Discovery  Information Technology  E- Advertisement