Abstract

Data mining is a useful and powerful tool for any organization especially for marketing people. Data mining is used in managing relationships with customers. New trends in customer relationship management –CRM- have growth. One of them is social customer relationship management –sCRM-. The major problem here is data accessibility. If the research process is not started from inside the organization, the researchers cannot have access to customer’s data. In this research paper, the research creates a survey to find out available customer’s data sets that can be used in academic research. In addition, the research reviews basic concepts of CRM and Data Mining Techniques. Finally, the research focuses on current challenges of mining customer’s data from business perspective and analytical customer relationship management -aCRM-.

References

Survey and Challenges of Mining Customer Data Sets to Enhance Customer Relationship Management

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Index Terms

Computer Science

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Keywords

CRM  aCRM  Data Mining  sCRM  i-CRM