Abstract

In the current age business establishments are basically depends upon advertisement to attain success. In this paper we consider different forms of advertisements then using rough set concept, we find the best possible forms of advertisement. To develop this concept we consider 1000 samples initially and applying correlation techniques the number reduces to 20 which appears to be dissimilar with respect to advertisements initially. We classified the entire paper in to four section, section 1 deals with the literature review and in the section 2 deals with the experiment on the data which we collected from different sources and in last two section deals with the algorithm which we develop using rough set concept and validation of the algorithm using statistical test.

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Index Terms
Computer Science Information Science

Keywords
Rough Set Theory business data Granular computing Data mining