Abstract

Business strategies portray the measures that should be taken with the intention of achieving enduring objectives. Above and beyond, enduring objectives characterize the result anticipated from taking up particular strategies. Nevertheless, opting strategies which go well with organization is not an undemanding task. In this research paper, on the basis of diverse organizations’ data, a novel methodology to get top 3 strategies for a business is presented. For this purpose, a dummy dataset of different organizations has been generated. The dummy dataset contains 134 influential variables as well as the successful strategies adopted by the considered organizations. Two different similarity measures namely, Jaccard coefficient and Dice coefficient have been applied. Besides, Pearson correlation coefficient is also applied on the dummy dataset. It is predicted that by means of our novel approach, a business strategist would obtain the suitable business strategies for his or her organization in an efficient and quite tranquil way.

References
Unearthing Top 3 Business Strategies using Data Mining Techniques

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Index Terms

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Business analytics  Data mining  Decision support system