Abstract

As Customer relationship management (CRM) is a well established concept and its practice to enable the realization of successful Telecommunication system, data mining techniques is developed for improving the customer relationship management part mainly in Corporate Telecom Sector. Considering the existing methodology, a well established methodology with data mining is needed for development of good integrated approach with growth in time and space complexities. The aim is to find the strategic point on the essential part of Telecommunication industry by exploring the techniques of data mining. Then the focus is on presenting a new methodology in case of mobile services on the perceptions of customers of Telecommunication basing on applicability of data mining techniques to CRM databases by generating Association rules from frequent item sets on the proposed approach F-MFPG (Fast Modified Frequent Pattern Growth) by using FFIM (Fast Frequent Item sets Mining) Algorithm under concept of data mining and predicting the profit of Corporate Telecom Sector and predicting the churn for retention of customers for efficient managerial decision for reaching the
ultimate goals by proposing a suitable classification techniques in data mining algorithms.

References

11. Meltzer, Michael. “Are your customer profitable and segment your customer based on profitability”
Index Terms

Computer Science  Data Mining

Keywords

Customer relationship management, Fast Modified Frequent Pattern Growth, Fast Frequent Item sets Mining, Association, Classification, True Positive, False Positive and Telecommunication