Abstract

Enterprise Resource Planning (ERP) is a very popular term nowadays which integrates all the major functions like Finance, Controlling, Production, Selling and Distribution, Personnel, Quality Control, Material management of the concern. ERP is applicable both in big and medium size industries. CRM mainly concentrates to satisfy the consumers at a maximum level. Data mining is a computer technique which helps to coordinate these two parts through the way of applying best algorithm and deriving the results. This research paper uses neural networks for obtaining customer value as well as product value for a specific customer or product. Then these customer or product values are to be combined into clusters by using K-Mean algorithm. The testing results prove that this method gives more accuracy than Naïve Bayes and Decision tree J-48 classification techniques. Experimental results show a satisfactory performance. The results obtained from this research work helps the organization to find out a most suitable marketing strategy in the near future.

References

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Index Terms

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Keywords
Enterprise Resource Planning  Customer relationship management  Naïve Bayes
Neural networks