Individual Mining and Prediction of Patterns for Improving Mobile Commerce

Abstract

Mobile commerce is a new frontier. It involves the purchase transactions based on a mobile device. The mining and prediction of patterns can suggest stores that are more similar to his/her previous patterns mined and unknown to a customer. In this paper we propose a framework for pattern mining and prediction which is different from all previous perspectives. The difference is advantageous to the user mainly, when a user has no patterns to mine, that is a new customer. To improve mobile commerce, we propose a credit point system. This work enables the user to motivate the purchasing skills, thereby improving mobile commerce. We perform experiments based on various performance metrics and show that it can achieve good results.

References

- J. Han, J. Pei, and Y. Yin, "Mining Frequent Patterns without Candidate Generation," Proc. ACM SIGMOD Conf. Management of Data, pp. 1-12, May 2000.

Index Terms

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