Abstract

CRM is a kind of implemented model for managing a company's interactions with their customers. CRM involves the customer classification to understand the behavior of the customer. There is a vital role of the data mining techniques for the classification. This paper presents the concept of one of the data mining technique ART for the customer classification for CRM.

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Index Terms

Computer Science
Software Engineering

Keywords

Adaptive Resonance Theory (ART)  Customer Relationship Management (CRM)