Understanding the Postgraduate Education Market for Better Marketing and Decision Making: A Clustering Analysis

Abstract

Enhancing the educational corporations is truly challenging mission due to the highly competitive nature of the business. Currently, there is emerging development within organizations to capitalize on their internal resources. This paper is taking data mining approach to strategize marketing for postgraduate studies by means of cluster analysis. The experiments were carried out using Oracle Data Miner tool, results are analyzed and discussed.

References

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Index Terms

Computer Science

Information Sciences

Keywords

Oracle Data Miner Statistical Analysis K-means Clustering