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Abstract

Kohonen clustering is one of the important functions of data mining. From the aspect of data

mining, clustering research extracts valuable knowledge from large data sets intelligently and automatically. Kohonen clustering was proposed along with the development of databases and the emergence of data mining and Knowledge discovery technology. Kohonen clustering is applied in many areas, such as: pattern recognition, marketing, market segmentation and so on. In this paper, an empirical investigation was done using a data mining tool Clementine (a data mining tool of SPSS) and Kohonen neural network clustering algorithm to analyze the real sales database of the Indian retail organization, in order to find out the clusters of similar product categories.

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Index Terms

Data Mining

Keywords

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