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學號	487746017
研究 生 (中)	張瑋倫
研究 生 (英)	Wei Lun Chang
論文 名稱 (中)	應用資料挖掘學習方法探討顧客關係管理問題
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指導 教授 (中)	苑守慈
指導 教授 (英)	Soe-Tsyr Yuan
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摘要(中)	近年來由於顧客關係管理(Customer Relationship Management)議題的快速崛起，顧客也成為在建立企業時的一項重要指標。因此對於如何保留顧客與創造顧客利潤也成為當前最重要的課題，但目前對於資料的分群與分析仍

	<p>存在著瓶頸。本研究從資料挖掘的相關應用技術來探討，嘗試解決並突破過去所存在的瓶頸，其中包括了 Self-Organization Maps (S.O.M.)、階層式自動標記分群法(Automatic-Labeling S.O.M.)、分類決策樹(Decision Tree)與交叉分析(Cross-Analysis)，並結合四項技術形成新的整合研究方法，全自動地將所有資料分群並標記出重要的特徵屬性，然後藉由分類區隔出正常群集、偏差群集與可能偏差群集三種類別，最後運用交叉分析的方式找出顧客叛離的原因，提供給相關的管理決策者以作為解決目前顧客關係管理所遭遇困難之參考。</p>
<p>摘要 (英)</p>	<p>The issue of customer relationship management emerges rapidly. Customers have become one of the important considerations to companies being built as well. Accordingly, customer retention is a very important topic. In this research, we present a synthesized learning approach for better understanding customers and the provision of clues for improving customer relationship based on different sources of web customer data. The approach is a combination of Self-Organization Maps, Hierarchical Automatic Labeling SOM, and Decision Trees. The objective of the approach is to segment data source into clusters, automatically label the features of the clusters, discover the characteristics of normal, defected and possibly defected clusters of customers, and provide clues for gaining customer retention.</p>
<p>論文 目次</p>	<p>論文摘要 ABSTRACT 表次圖次第壹章緒論第貳章文獻探討第參章研究方法第肆章實驗流程與變數說明第伍章實驗評估(一)第陸章實驗評估(二)第柒章實驗評估(三)第捌章結論與未來展望參考文獻附錄 A</p>
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