

Customer Cluster Analysis Using SOM-A Case Study of SMS Company Customer Service以SOM 進行顧客群集分析之研究-以簡訊業者客戶服務為例

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摘要

In this paper, a Self-Organizing Map (SOM) is used to cluster consumers based on customer data of a short message service (SMS) company. First, raw data are quantified and normalized for the learning phase of SOM. The clusters found by the SOM are then used to classify the customers. Recent customers are then classified during the retrieving phase. The result of the clustering and classifying can help the company to develop proper marketing strategies and provide right service to a certain customer. The profit margin and customer satisfaction can therefore be improved simultaneously.

關鍵字：Customer Clustering, Marketing Strategy, Self-Organizing Map, Data Mining