應用資料採礦探討國際線航空旅客之線上購票行為

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摘要

In recent years, more and more airlines regard on-line booking as the basic function of their homepage. Since the Internet popularizes day by day, the traditional travel agencies are facing the crisis of de-middleman. However, a new interaction appears between airline and passengers. While the e-commerce develops vigorously, the airlines go through passengers' online booking behavior, namely can obtain plentiful of customers' information and transaction records. Therefore, how to use these data to understand the customers, experience the suitable data processing technology, and provide the customized marketing service to riders, all have become the future airlines' issues. This research will explore data mining to discuss airline passengers' behaviors of online booking. First, we adopt the RFM model (Recency, Frequency, Monetary), the average mileages and classes as five items of customer value indexes to carry on clustering for riders. The result will make a classification and quickly distinction customer group belongings. Again, we aim at the service products classification to understand the consumers' behavior of each route. Finally the association analysis is carried on for different trip purposes, thence appears customers' implicit connecting demands between all routes.

關鍵字:Online booking; Data mining; Clustering; Classification; Association rule