Developing New Mechanismsbosed of Data Mining for Customer Relationship Management in Banking Environment[1]

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Abstract

Data mining technique is used a lot in customer relationship management by many of approaches, and the importance of algorithms of data mining used in this area increases day after day .There are many tools and methods to analyse customer data. and data mining is one of them. This article aims to illustrate data mining concept, customer relationship management concept especially segmentation and customer profiling, and developing a new technique by using SVM and K-Means to help marketing company to take decisions about their marketing operations.

Keywords: Data Mining – support vector machine – clustering –segmentation – customer profiling.