POST PROCESSING TECHNIQUE APPLY ON DIRECT ADVERTISING USING DECISION TREES

DIPAK R.PATIL[a] AND RAJESH KUMAR NIGAM[b]

[a]M.Tech (S.S.), TIT Bhopal, India.
[b]Associate Professor, CSE Dept. TIT, Bhopal, India.

Abstract

The customer models producing distribution information on customer's profiles is stop to discover in most of data mining algorithms and tools. If we applied industrial problems to this technique that was useful in customers who are likely undesired and customers who are loyal, but they require human experts to post process the discovered knowledge manually. The imagination or determination results and investigation ranking have been limited in most of the post processing techniques, but they do not directly suggest actions that would lead to an increase in objective function i.e. profit. So that in this paper we present novel algorithms that suggest actions to change customers from an undesired status (such as attritors) to a desired one (such as loyal) while maximizing an objective function: the expected net profit using decision tree algorithm C4.5.These algorithms can discover cost effective actions to transform customers from undesirable classes to desirable ones. The approach we take integrates data mining and decision making tightly by formulating the decision making problems directly on top of the data mining results in a post processing step. In this paper we considered Training data for Online Cell Phones shop.