

With the extensive competition in the domestic and international business, the Customer Relationship Management has become one of matters of concern to the enterprise. CRM takes the customers as the center; it gives a new life to the enterprise organization system and optimizes the business process. In an effort to help enterprises understand their customers' shopping behavior and the ways to retain valued customers, we propose data mining techniques. As a rising subject, data mining is playing an increasingly important role in the decision support activity of every walk of life. CRM can be defined as the process of predicting customer behavior and selecting actions to influence that behavior to benefit the company. It gives a new life to the enterprise organization system and optimizes the business process. Customer satisfaction can also be improved through more effective marketing. Data mining, the extraction of hidden predictive information from large databases, is a powerful new technology with great potential to help companies focus on the most important information in their data warehouses.

Classification Using Parallel Apriori



Dr.E.MADHUSUDHANA REDDY

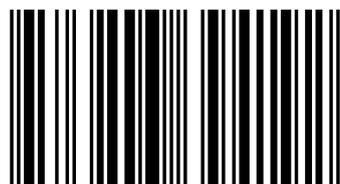
Effective Classification Using Parallel Apriori

Pattern Analysis for Effective Classification Using
Parallel Apriori



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