

IMPROVING THE CUSTOMER RELATIONSHIP MANAGEMENT (CRM) USING DATA MINING

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ABSTRACT:

Customer Relations Management (CRM) deals with the methods and tools which helps in managing the customer relationship in the business. Customer Relationship Management is used to describe patterns and relations. It provides the path to organize the data and to produce the results by using data mining techniques. Data Mining is the technique used to analyze the large set of data. Data mining tool is used to monitor the sales activity and the transaction process for the purpose of improving the sales activity. The sales data of the customer is processed with the java implementation effectively and aims at improving the performance of the customer relationship management which entirely depends on the sales of the data. That improvement of the sales activity enhances the performance of the Customer Relation Management using data mining techniques.

INTRODUCTION

The main goal of the project is to evaluate and analyze the transaction process of the customer sales activity to improve the customer relationship management. The existing system will be analyzed based on the customer's segmentation and the attribute analysis of the customer's retention. The methodology used in the new system will be given with its data mining techniques. The proposed new system is given with its advantage. The evaluation is given for the newly developed system with its functionality and the performance.

The objectives are

To integrate the data mining tools for improving the Customer Relationship Management (CRM) System.

To identify the business problems persisting at Sainsbury.

To point the advantages of point-of-sales for recording the transaction in the Sainsbury stores

To point the advantages of store-branded credit

cards for recording the transaction in the Sainsbury stores.

To provide recommendation for solving the identified problems through the proposed data mining system.

Earlier, the systems have concentrated only on behavioral and demographic clustering. For the purpose of improving the Customer Relationship Management in better way, the sales activity of customer data is generated to improve the customer relationship management. On the other side, the evaluation is done with the help of k-means clustering and the Naïve Bayes Classification.

The aim of the project is to improve the Customer Relationship Management by processing customer sales data and its transaction process, to analyze the data and provides new information, to implement text mining algorithms based on clustering and classification of sales



data.

Data mining is a subfield of computer science department. It is one of the computing process of introducing a new patterns in large data sets which involves tools and techniques at the intersection of machine learning and statistics etc., it actually depends on effective data collection. The Customer Relations Management is very important in the business environment in order to improve the business as well as Customer Relationship Management level in a good way. The overall text mining process is done effectively with the software called java implementation which is explained below. The Customer Relationship Management always uses new kinds of technology to gather the information need for the purpose of providing both the services and the support. The Customer Relations Management is compared with the marketing which is traditional. The traditional kinds of marketing has many kinds of series with periodic transaction. The strategy of the Customer Relations Management generates a value that is mutual nature.

The main structure of the entire organization and the efforts taken around the segments in customer and then it delivers the products to the customer consummation. The objective of the organization or the company with goals identifies the customer consummation and dissatisfaction. This process is used to improve satisfaction of the customer and helps in reducing the customer dissatisfaction in the model of the business. The Customer Relation Management acts as an interface between two fields such as Marketing and Information Technology. The Customer Relationship Management mainly focuses on IT-services and marketing sales.

MOTIVATION

Customer relationship management (CRM) is a technology for managing all your company's relationships and interactions with customers and potential customers. The goal is simple: Improve business relationships. A CRM system helps companies stay connected to customers, streamline processes, and improve profitability. Companies that do a better job of managing customer relations are more likely to see higher customer retention rates. In fact,

studies show that 61% of customers stop buying from a company if they have a poor customer experience.

PROBLEM STATEMENT

The systems have concentrated only on behavioral and demographic clustering. Sales activity of customer data is generated to improve the customer relationship management. On the other side, the evaluation is done with the help of JRip and the Naïve Bayes Classification

OBJECTIVES

Input Design is the process of converting a user-oriented description of the input into a computer-based system. This design is important to avoid errors in the data input process and show the correct direction to the management for getting correct information from the computerized system.

It is achieved by creating user-friendly screens for the data entry to handle large volume of data. The goal of designing input is to make data entry easier and to be free from errors. The data entry screen is designed in such a way that all the data manipulates can be performed. It also provides record viewing facilities.

When the data is entered it will check for its validity. Data can be entered with the help of screens. Appropriate messages are provided as when needed so that the user will not be in maize of instant. Thus the objective of input design is to create an input layout that is easy to follow.

LITERATURE SURVEY

TITLE: Automated web usage data mining and recommendation system using K- Nearest Neighbor (KNN) classification method

AUTHORS: Adeniyi, D., Wei, Z. and Yongquan, Y

DESCRIPTION
Underwater Acoustic Sensor Networks (UW-ASNs) consist of devices with sensing, processing, and communication capabilities that are deployed underwater to perform collaborative monitoring tasks to support a broad range of applications. The enabling communication technology for distances over one hundred meters is wireless acoustic networking because of the high attenuation and scattering affecting radio and optical waves, respectively. In this work, the problem of data



gathering is investigated by considering the interactions between the routing functions and the characteristics of the underwater acoustic channel. Two distributed geographical routing algorithms for delay-insensitive and delay-sensitive applications are proposed and shown through simulation experiments to meet the application requirements.

TITLE: Comparison between Various Approaches for Customer Relationship Management in Data Mining

AUTHORS: Aggarwal, S. and Madan, E
DESCRIPTION

An enterprise social network (ESN) involves diversified user groups from producers, suppliers, logistics, to end consumers, and users have different scales, broad interests, and various objectives, such as advertising, branding, customer relationship management etc. In addition, such a highly diversified network is also featured with rich content, including recruiting messages, advertisements, news release, customer complains etc. Due to such complex nature, an immediate need is to properly organize a chaotic enterprise social network as functional groups, where each group corresponds to a set of peers with business interactions and common objectives, and further understand the business role of each group, such as their common interests and key features differing from other groups. In this paper, we argue that due to unique characteristics of enterprise social networks, simple clustering for ESN nodes or using existing topic discovery methods cannot effectively discover functional groups and understand their roles.

TITLE: Content-free collaborative learning modeling using data mining
AUTHORS: Anaya, A. and Boticario, J
DESCRIPTION

PhenoLines is a visual analysis tool for the interpretation of disease subtypes, derived from the application of topic models to clinical data. Topic models enable one to mine cross-sectional patient comorbidity data (e.g., electronic health records) and construct disease subtypes-each with

its own temporally evolving prevalence and co-occurrence of phenotypes- without requiring aligned longitudinal phenotype data for all patients.

EXISTING SYSTEM

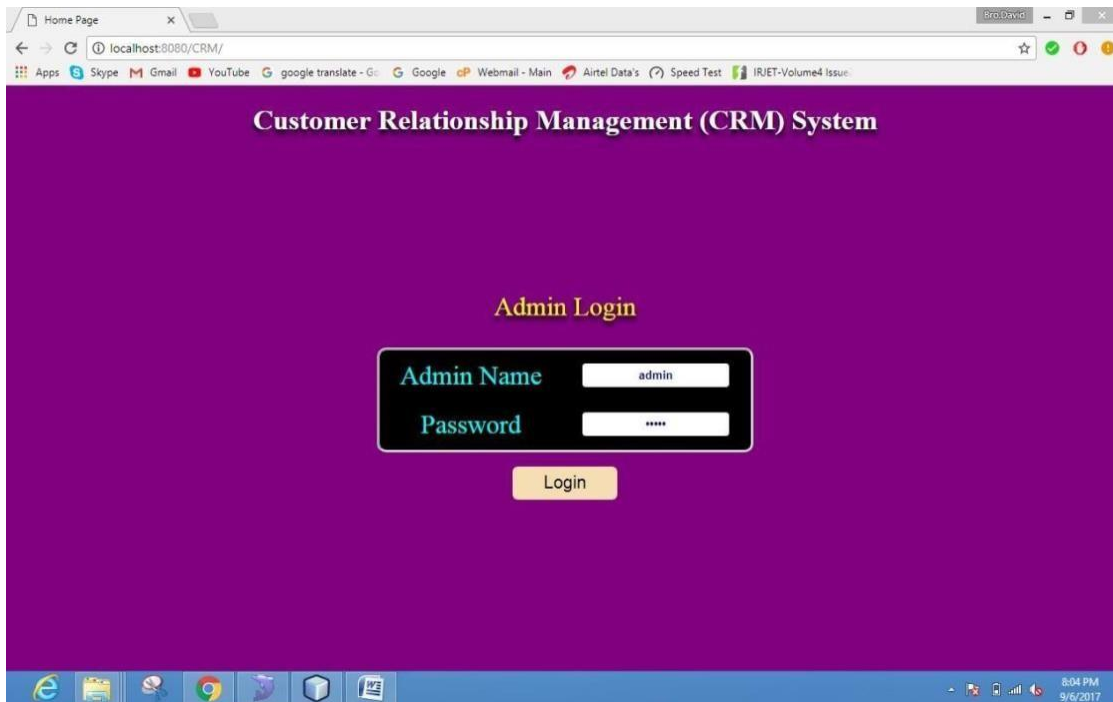
The existing system provides various data mining approaches for improvement of customer relation management. Some of the approaches are the customer segmentation and the attribution analysis for customer retention. The existing system had analysis based on Internet provider system, Hotel Management System and Customer support service. Existing system concentrated mainly on Customer Retention and Segmentation. The Customer Retention is the process of maintaining the old customers who are already purchasing things regularly, who comes regularly to the super markets.

The Customer segmentation is the process to find the different business strategies which are very creative and innovative. It also helps in marketing environment. Some continuous or regular updates are given to the customers to their email or phone regarding new products or new discounts. It is easy to understand the nature of the customer who purchase things or who comes to eat in hotels regularly. It involves the processes like data preprocessing, data identification, data clustering and Data classification. As per the discussions made about the existing system above, so far the systems have concentrated only on behavioral clustering and demographic clustering. And in classification, JRip classification, Naïve Bayes Classification is done so far.

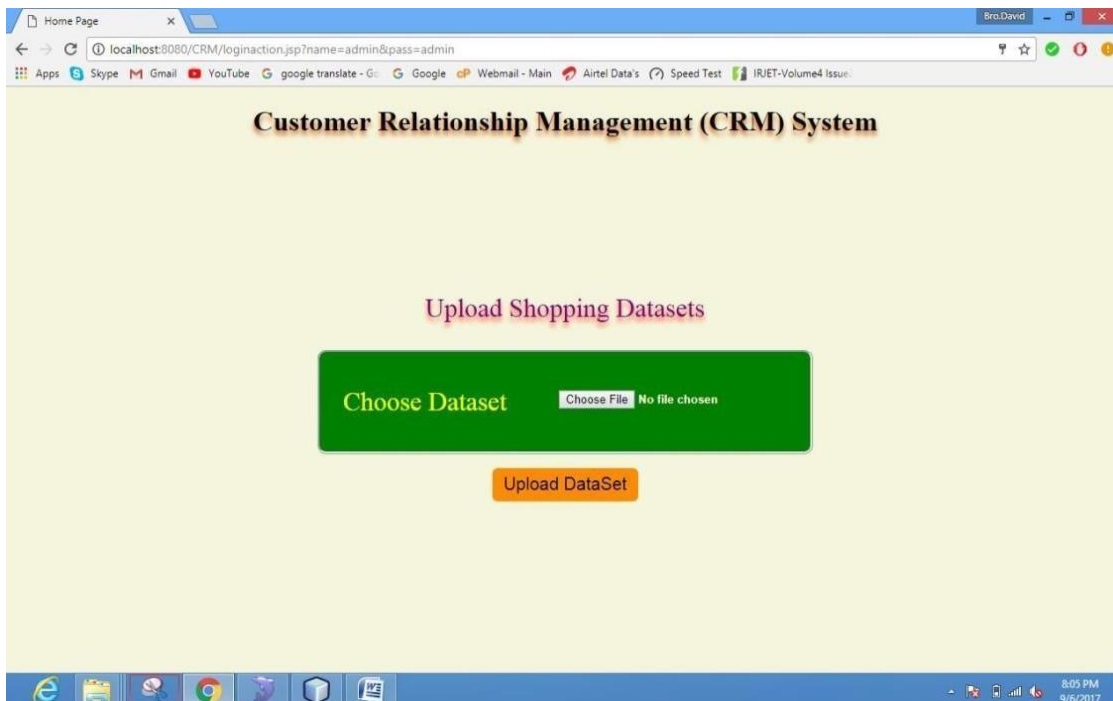
PROPOSED SYSTEM

The proposed system mainly concentrates on customer support and customer attraction. The system must ensure the features of transaction processing and flexibility of the customer. It mainly aims at focusing to improve the Customer Relationship Management. The customer's retention and the customer's segmentation mainly aims at ensuring and maintaining the data and its transaction process. To improve the performance of the Customer Relationship Management, java implementation is used. This java implementation helps in processing the customer's sales data. The tool is embedded with clustering algorithm such as k-means, k- nearest neighbor, Regression and

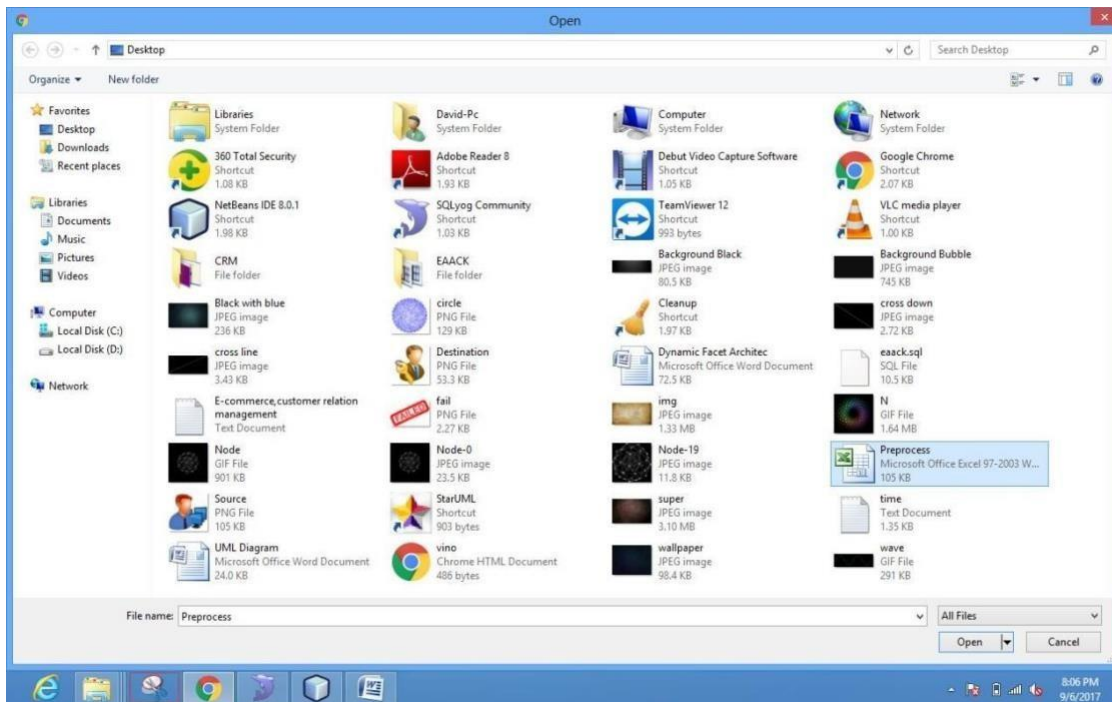
Decision tree making.



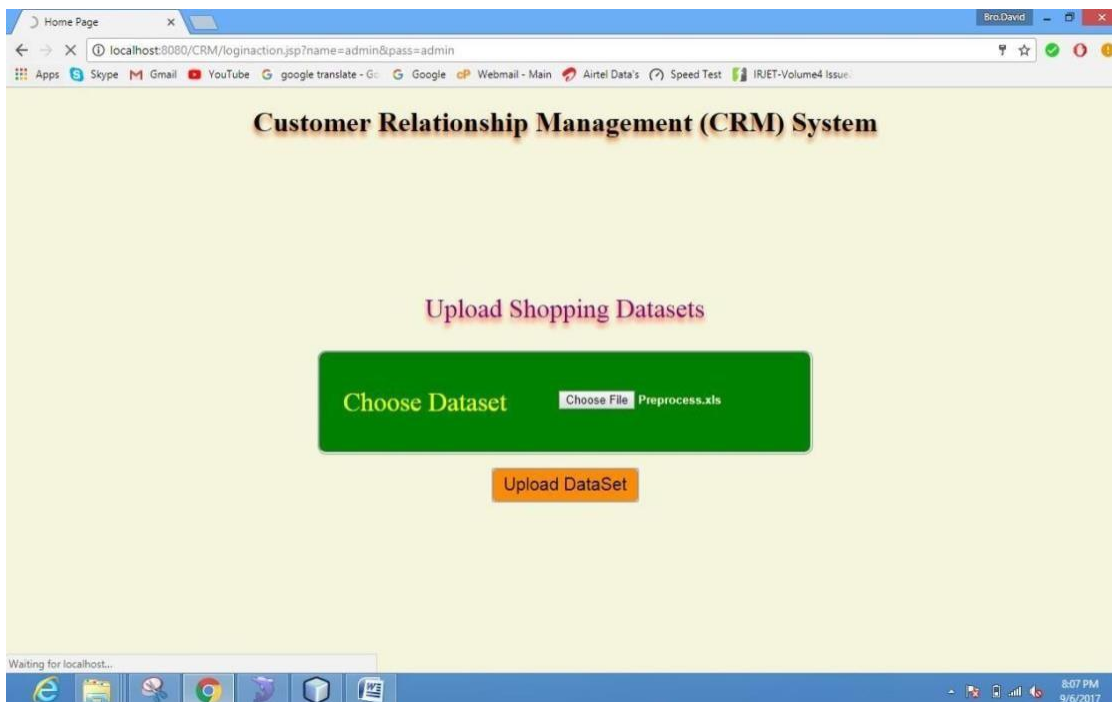
Screen Shot 1:- Output Screen 1



Screen Shot 2:- Output Screen 2



Screen shot 3:- Process of Inserting Data Set



Screen Shot 4:- Updating Data Set

View DataSets

localhost:8080/CRM/Data

Customer Relationship Management (CRM) System

1.Data Collection

Total Data's Count : 205

Preprocessing

Customer Name	Email	Items	Mobile	Date
Dinesh	mudita.mubayi@gmail.com	Mango,Apple	9940934119	02/01/2016
David	shivani.singh@hindustantimes.com	Orange,Pineapple,Pear	8324324232	03/01/2016
Jeevan	vinodsharma@hindustantimes.com	Banana,Pear,Watermelon,Grape	211	04/01/2016
Ruby	sonalkalra13@gmail.com	Silksjf	212	05/01/2016
Jackson	ashokkalkur@thehindu.co.in	Apple,Apricot	213	06/01/2016
Aiden	khare@thehindu.co.in	Apricot,Jambul,Lemon	7432424234	07/01/2016
Lucas	tribunedel@rediffmail.com	Banana,Pear,Graph	8532432424	08/01/2016
Liam	ncrtribune@rediffmail.com	Blueberry,Mango	9576435552	09/01/2016
Noah	seema.chishti@expressindia.com	None	211	02/05/1900
Ethan	nitin.mahajan@expressindia.com	Cherry,Olive	9523525235	07/01/2016
Mason	pranabdhalsumanta@expressindia.com	Coconut,Orange	9940934120	08/01/2016
Caden	esha.roy@expressindia.com,	Loquat,Melon,Olive	9940934121	11/01/2016
Olive	asianagedelhi@yahoo.co.uk	Damson,Olive,Melon	9940934122	12/01/2016
Elijah	venkatparsa@yahoo.com	Olive,Lime,Lemon	9940934123	13/01/2016
Grayson	biz_pioneer@yahoo.com,;	Kiwifruit,Lemon,Lime,Mango	9940934124	14/01/2016
Jacob	novin_kr@yahoo.com	Pomelo,Olive,Apple	9940934125	15/01/2016
Michael	delhistatesman@yahoo.com	Coconut,Orange	9940934126	18/01/2016
Benjamin	delhistatesman@yahoo.com	Cherry,Currant,Melon	9940934127	19/01/2016
Sophia	manish.pandey@mailtoday.in	Lime,Lemon,Pineapple	632	31/12/1899
Emma	pramod.singh@metronow.co.in	Strawberry,Jambul,Papaya	9940934129	21/01/2016

Screen Shot 5:- Data Collection Screen

Data Pre Processing

localhost:8080/CRM/processing.jsp?totalcount=205

Customer Relationship Management (CRM) System

2.Data Pre Process

Total Data's Count : 205

Click To Open De Noise Data

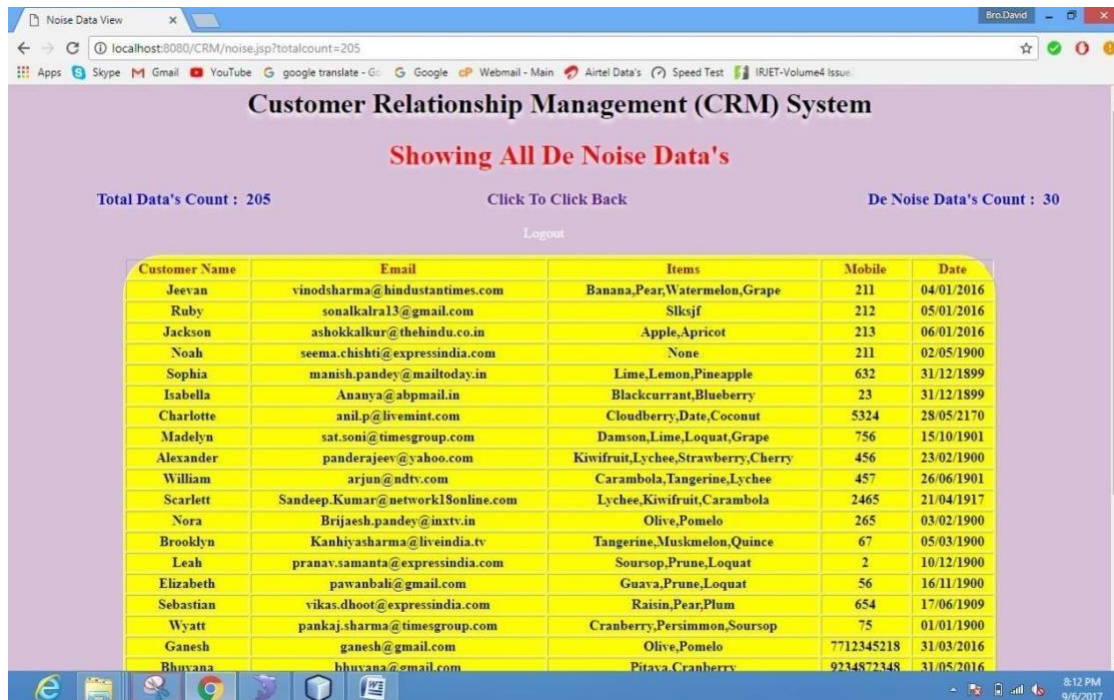
PreProcessing Count : 175

Clustering

Logout

Customer Name	Email	Items	Mobile	Date
Dinesh	mudita.mubayi@gmail.com	Mango,Apple	9940934119	02/01/2016
David	shivani.singh@hindustantimes.com	Orange,Pineapple,Pear	8324324232	03/01/2016
Aiden	khare@thehindu.co.in	Apricot,Jambul,Lemon	7432424234	07/01/2016
Lucas	tribunedel@rediffmail.com	Banana,Pear,Graph	8532432424	08/01/2016
Liam	ncrtribune@rediffmail.com	Blueberry,Mango	9576435552	09/01/2016
Ethan	nitin.mahajan@expressindia.com	Cherry,Olive	9523525235	07/01/2016
Mason	pranabdhalsumanta@expressindia.com	Coconut,Orange	9940934120	08/01/2016
Caden	esha.roy@expressindia.com,	Loquat,Melon,Olive	9940934121	11/01/2016
Olive	asianagedelhi@yahoo.co.uk	Damson,Olive,Melon	9940934122	12/01/2016
Elijah	venkatparsa@yahoo.com	Olive,Lime,Lemon	9940934123	13/01/2016
Grayson	biz_pioneer@yahoo.com,;	Kiwifruit,Lemon,Lime,Mango	9940934124	14/01/2016
Jacob	novin_kr@yahoo.com	Pomelo,Olive,Apple	9940934125	15/01/2016
Michael	delhistatesman@yahoo.com	Coconut,Orange	9940934126	18/01/2016
Benjamin	delhistatesman@yahoo.com	Cherry,Currant,Melon	9940934127	19/01/2016
Emma	pramod.singh@metronow.co.in	Strawberry,Jambul,Papaya	9940934129	21/01/2016
Olivia	anupam.thapa@metronow.co.in	Pear,Plum	9940934130	22/01/2016

Screen Shot 6:- Data Pre Process Screen



Customer Relationship Management (CRM) System

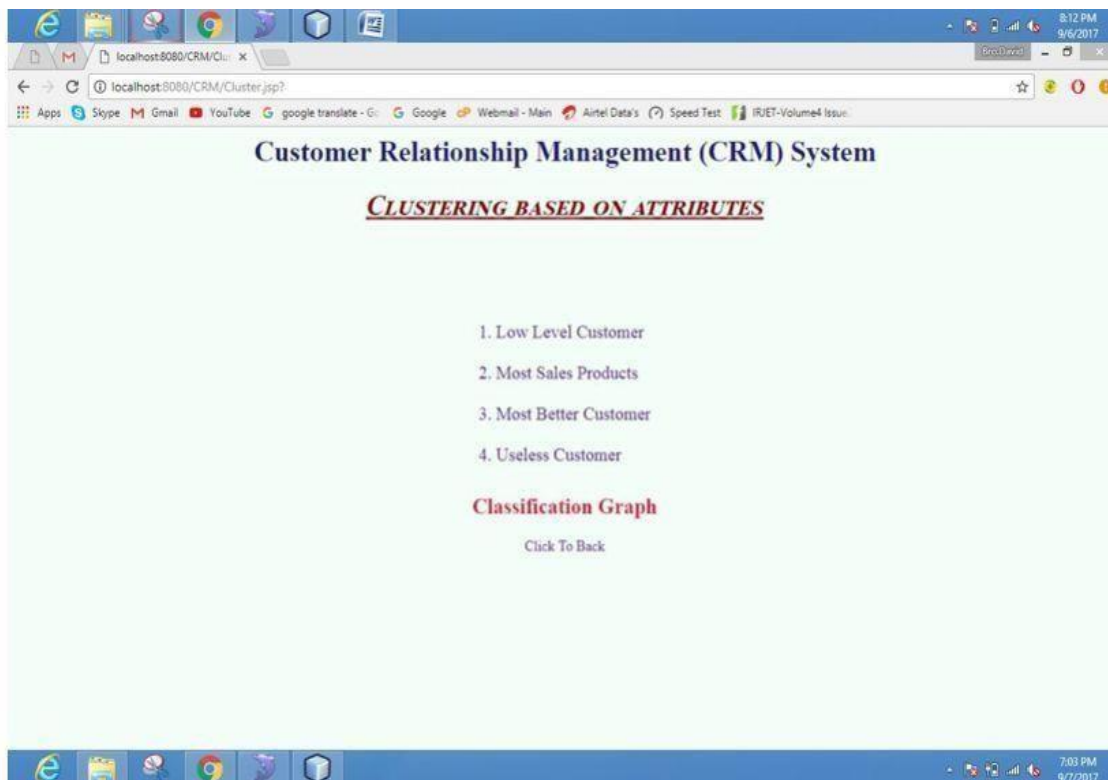
Showing All De Noise Data's

Total Data's Count : 205 Click To Click Back De Noise Data's Count : 30

Logout

Customer Name	Email	Items	Mobile	Date
Jeevan	vinodsharma@hindustantimes.com	Banana,Pear,Watermelon,Grape	211	04/01/2016
Ruby	sonalkalra13@gmail.com	Slksjf	212	05/01/2016
Jackson	ashokkalkur@thehindu.co.in	Apple, Apricot	213	06/01/2016
Noah	seema.chishti@expressindia.com	None	211	02/05/1900
Sophia	manish.pandey@mailtoday.in	Lime,Lemon,Pineapple	632	31/12/1899
Isabella	Ananya@abpmail.in	Blackcurrant,Blueberry	23	31/12/1899
Charlotte	anil.p@livemint.com	Cloudberry,Date,Coconut	5324	28/05/2170
Madelyn	sat.soni@timesgroup.com	Damson,Lime,Loquat,Grape	756	15/10/1901
Alexander	panderajeev@yahoo.com	Kiwifruit,Lychee,Strawberry,Cherry	456	23/02/1900
William	arjun@ndtv.com	Carambola,Tangerine,Lychee	457	26/06/1901
Scarlett	Sandeep.Kumar@network18online.com	Lychee,Kiwifruit,Carambola	2465	21/04/1917
Nora	Brijaesh.pandey@ixtv.in	Olive,Pomelo	265	03/02/1900
Brooklyn	Kanhiyasharma@liveindia.tv	Tangerine,Muskmelon,Quince	67	05/03/1900
Leah	pranav.samanta@expressindia.com	Soursop,Prune,Loquat	2	10/12/1900
Elizabeth	pawanbali@gmail.com	Guava,Prune,Loquat	56	16/11/1900
Sebastian	vikas.dhoot@expressindia.com	Raisin,Pear,Plum	654	17/06/1909
Wyatt	pankaj.sharma@timesgroup.com	Cranberry,Persimmon,Soursop	75	01/01/1900
Ganesh	ganesh@gmail.com	Olive,Pomelo	7712345218	31/03/2016
Bhuvana	hhuvana@gmail.com	Pitava,Cranberry	9234872348	31/05/2016

Screen Shot 7:- Showing De Noise Data Screen



Customer Relationship Management (CRM) System

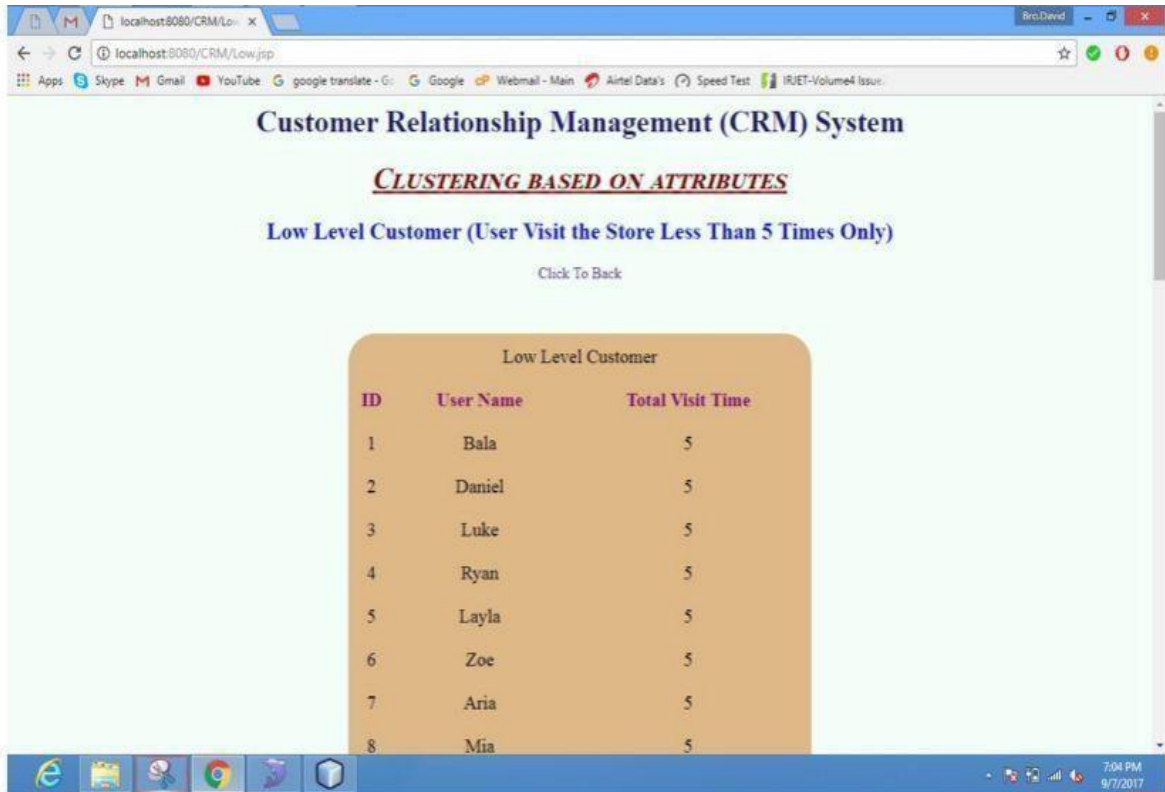
CLUSTERING BASED ON ATTRIBUTES

1. Low Level Customer
2. Most Sales Products
3. Most Better Customer
4. Useless Customer

Classification Graph

Click To Back

Screen Shot 8:- Clustering Based on Attributes



Customer Relationship Management (CRM) System

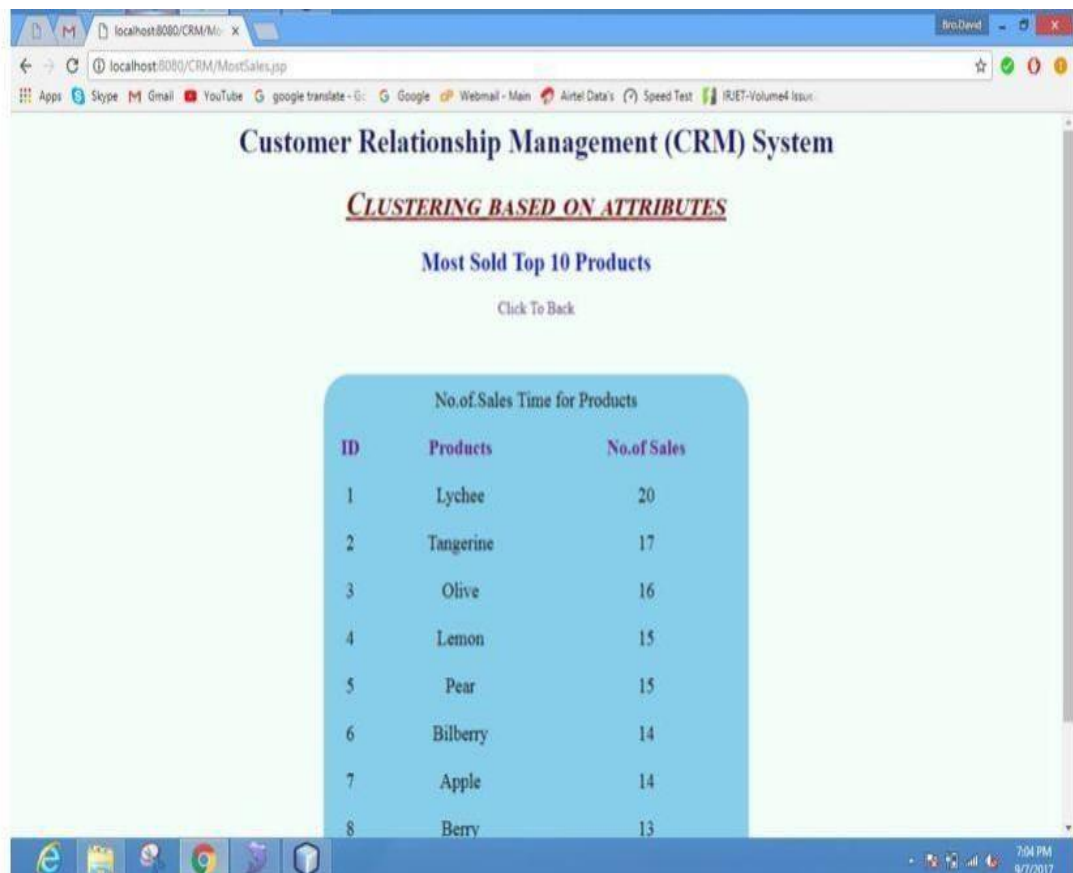
CLUSTERING BASED ON ATTRIBUTES

Low Level Customer (User Visit the Store Less Than 5 Times Only)

[Click To Back](#)

Low Level Customer		
ID	User Name	Total Visit Time
1	Bala	5
2	Daniel	5
3	Luke	5
4	Ryan	5
5	Layla	5
6	Zoe	5
7	Aria	5
8	Mia	5

Screen Shot 9:- Low Level Customer



Customer Relationship Management (CRM) System

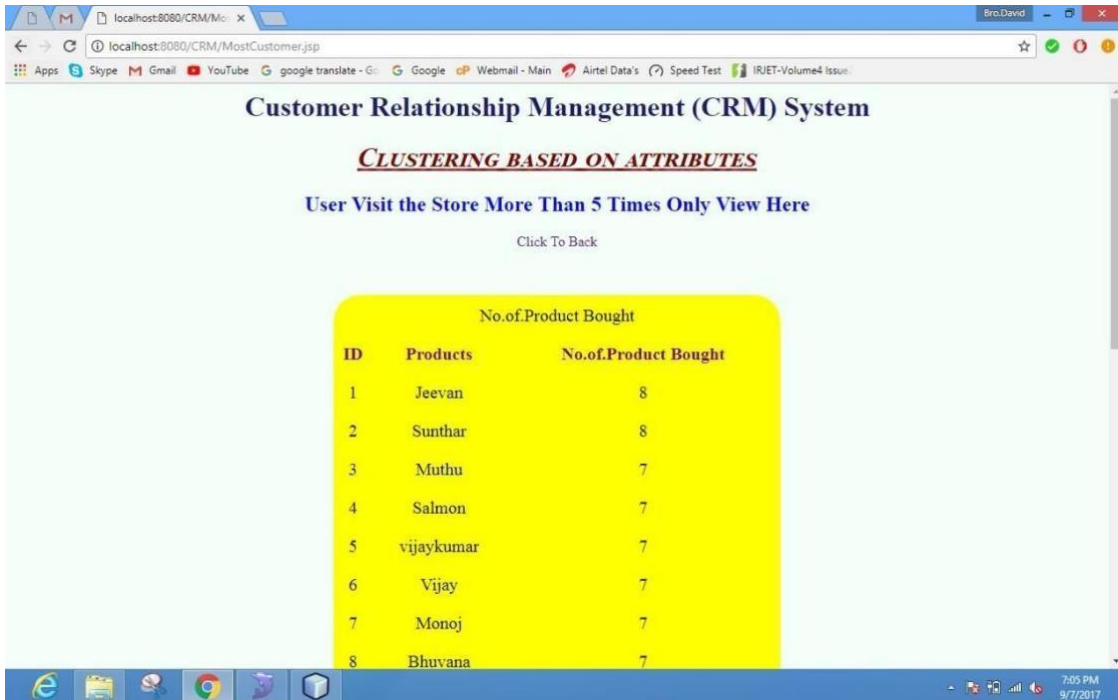
CLUSTERING BASED ON ATTRIBUTES

Most Sold Top 10 Products

[Click To Back](#)

No.of.Sales Time for Products		
ID	Products	No.of Sales
1	Lychee	20
2	Tangerine	17
3	Olive	16
4	Lemon	15
5	Pear	15
6	Bilberry	14
7	Apple	14
8	Berry	13

Screen Shot 10:- Most Sold Top 10 Products



Customer Relationship Management (CRM) System

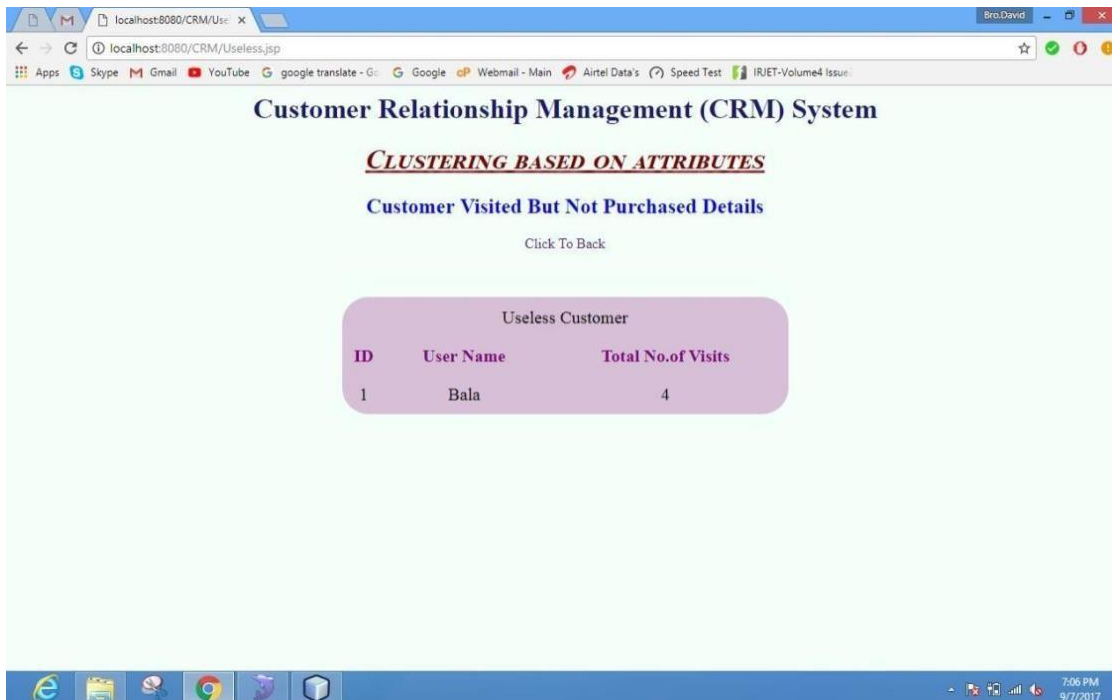
CLUSTERING BASED ON ATTRIBUTES

User Visit the Store More Than 5 Times Only View Here

[Click To Back](#)

No.of.Product Bought		
ID	Products	No.of,Product Bought
1	Jeevan	8
2	Sunthar	8
3	Muthu	7
4	Salmon	7
5	vijaykumar	7
6	Vijay	7
7	Monoj	7
8	Bhuvana	7

Screen Shot 11:- Less Visited Customers List



Customer Relationship Management (CRM) System

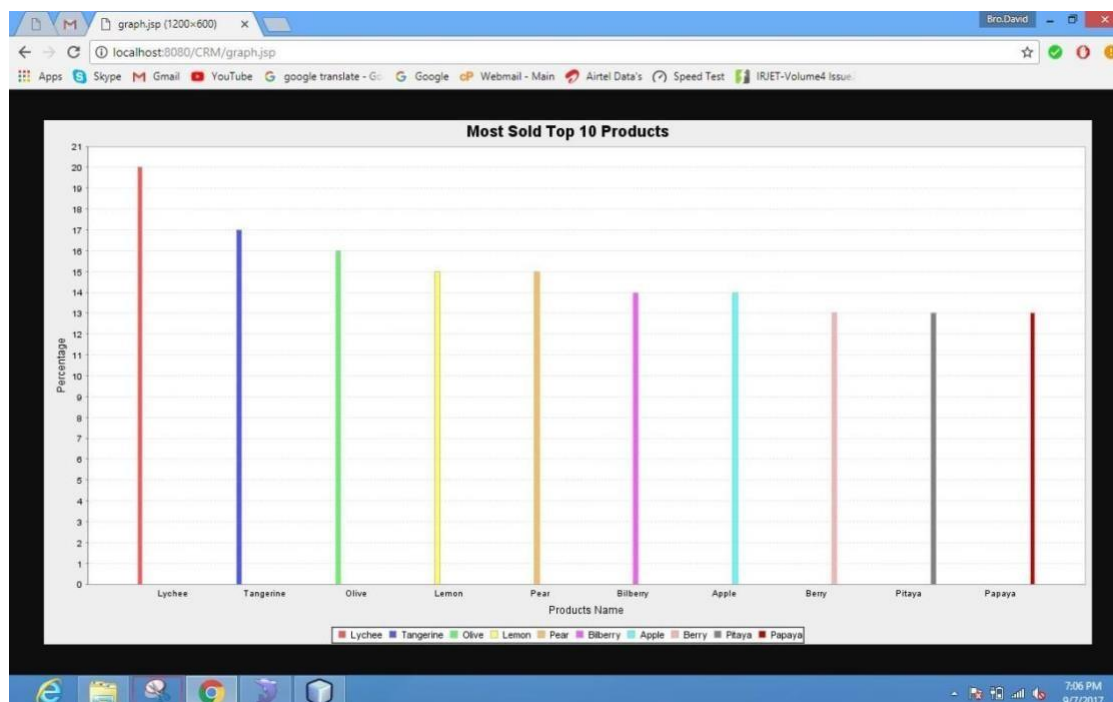
CLUSTERING BASED ON ATTRIBUTES

Customer Visited But Not Purchased Details

[Click To Back](#)

Useless Customer		
ID	User Name	Total No.of Visits
1	Bala	4

Screen Shot 12:- Only Visited Customers List



Screen shot 13:- Most Sold Top 10 Products Graph

CONCLUSION

The modules described in the proposed system will be implemented using a data mining tool called weka. Sainsbury attracts their customers by their mission. Various types of data mining tools are discussed to improve the Customer Relation Management. The business problems that are presently persisting at Sainsbury is identified. The advantages of point-of- sales and store-branded credit cards for recording the transaction in the Sainsbury stores are provided. The recommendation policies are provided for the problems that are identified through the proposed data mining system. Data mining tool called weka is used to improve the Customer Relation Management. Customer Relation Management model consists of various types. CRM model is used to do data mining to retain the customer in this business world. The proposed system analyzes the data using the data mining tool. Clustering and classification algorithms are applied in the data to produce comparative results. The objective of integrating the data mining tools for improving the Customer Relationship Management (CRM) System is given. The main business problems

persisting at Sainsbury is identified. The advantages of point-of-sales for recording the transaction in the Sainsbury stores is pointed out. The advantages of store-branded credit cards for recording the transaction in the Sainsbury stores are pointed out. The recommendation for solving the identified problems through the proposed data mining system is provided.

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