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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.

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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 Managementis 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

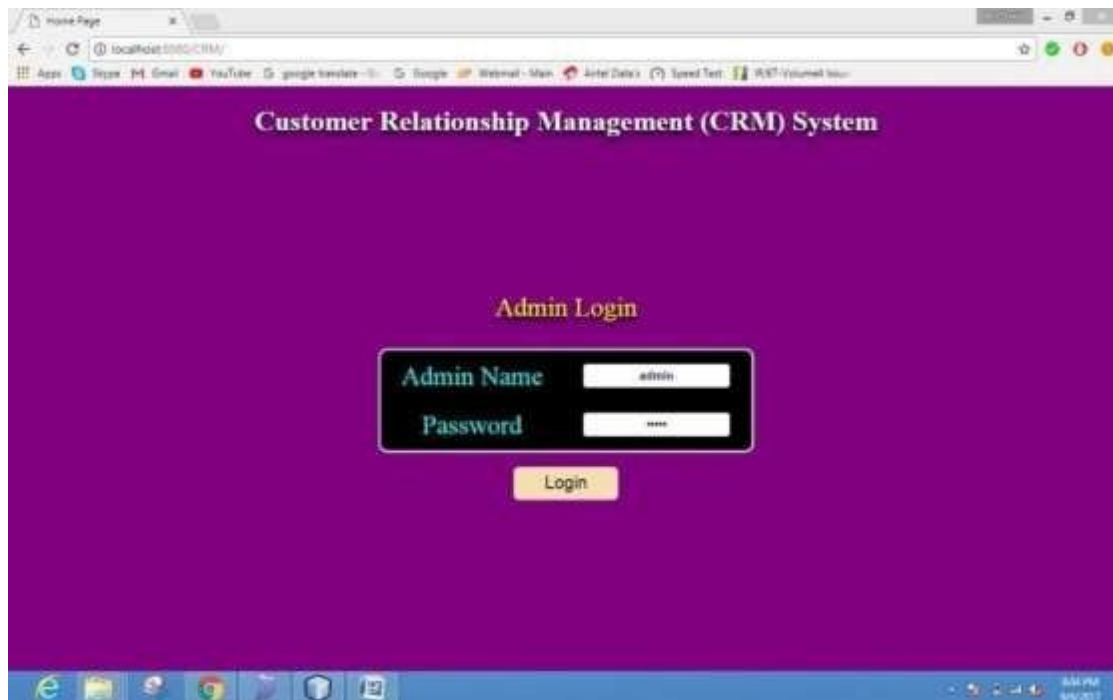
The existing system provides various data mining approaches for improvement of customer relation management. Some of the approaches are the customer segmentation and the attribution analysis for customer retention. The existing system had analysis based on

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



Customer Relationship Management (CRM) System

1.Data Collection

Total Data's Count : 208

Preprocessing

Customer Name	Email	Items	Mobile	Date
David	medha.sachin@gmail.com	Mango,Apple	9940954119	02/01/2018
David	shivanj.singh@bioheratimes.com	Oranges,Pineapple,Peas	8324374232	05/01/2018
David	vinodkharan@bioheratimes.com	Banana,Peas,Watermelon,Grapes	111	04/01/2018
Rahul	sonalraval1@gmail.com	Apple	112	05/01/2018
Jackson	ashishkathare@bioheratimes.com	Apple,Apple	113	06/01/2018
Ashish	ikhar@bioheratimes.com	Apples,Jamun,Lemon	7451414114	07/01/2018
Lavin	srinivas@vedha.com	Banana,Peas,Grapes	8324374232	08/01/2018
Lavin	srinivas@vedha.com	Banana,Mango	8576435552	09/01/2018
Sachin	sona.sachin@expressindia.com	Peas	111	10/01/2018
Ekhar	sona.sachin@expressindia.com	Cherry,Oranges	9528822220	07/01/2018
Mehar	prasadkharan@expressindia.com	Custard,Orange	9940954120	08/01/2018
Caron	ashu.roy@expressindia.com	Lemon,Melon,Oranges	9940954121	11/01/2018
Oliver	anjanapadhi@expressindia.com	Damson,Olives,Melon	9940954122	12/01/2018
Eliah	sonalraval1@gmail.com	Oranges,Lemon	9940954123	13/01/2018
Grayson	hite.pioneer@expressindia.com	Kiwifruit,Lemon,Lime,Mango	9940954124	14/01/2018
Jacob	sona.sachin@expressindia.com	Pineapple,Oranges,Apples	9940954125	15/01/2018
Michael	shikharan@expressindia.com	Custard,Oranges	9940954126	16/01/2018
Benjamin	sonalraval1@gmail.com	Cherry,Custard,Melon	9940954127	19/01/2018
Sophia	sonalraval1@gmail.com	Lemon,Lemon,Pineapple	832	21/12/1899
Emma	sonalraval1@gmail.com	Apple,Apple,Apple	9940954128	22/01/2018

Screen Shot 5:- Data Collection Screen



Customer Relationship Management (CRM) System

2.Data Pre Process

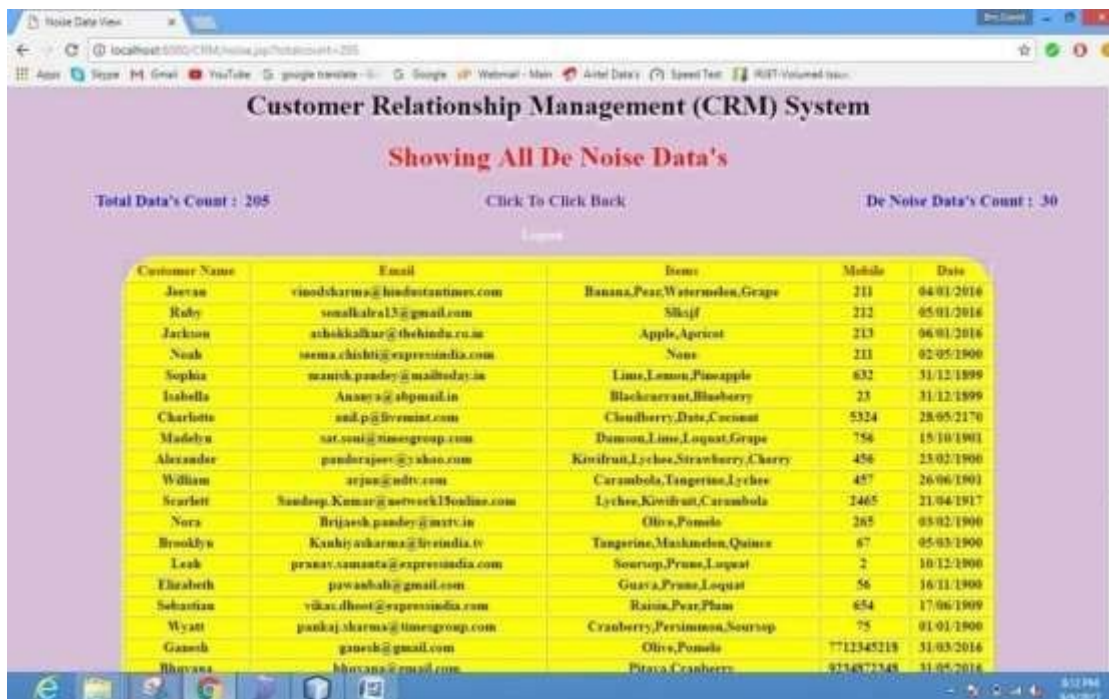
Total Data's Count : 205 Click To Open De Noise Data PreProcessing Count : 175

[Clustering](#)

Logout

Customer Name	Email	Items	Mobile	Date
Dinesh	mudita.mahay@gmail.com	Mango,Apple	9940934118	02/01/2018
Devish	shivani.singh@hindustantimes.com	Orange,Pineapple,Pear	8324324232	03/01/2018
Aishw	khars@thehindu.co.in	Apricot,Jamboo,Lemon	7432424234	07/01/2018
Lucas	mrhanudel@rediffmail.com	Banana,Pear,Graph	8532432424	08/01/2018
Liam	acrtthano@rediffmail.com	Blueberry,Mango	8576435552	08/01/2018
Ethas	ntin.mahajan@expressindia.com	Cherry,Olive	8823352525	07/01/2018
Mason	pranab.hanumanta@expressindia.com	Coconut,Orange	9940934120	08/01/2018
Cadon	asha.rmy@expressindia.com	Loquat,Melon,Olive	9940934121	11/01/2018
Oliver	asimngotdhi@yahoo.co.uk	Damson,Olive,Melon	9940934122	12/01/2018
Elijah	venkatparth@yahoo.com	Olive,Lime,Lemon	9940934123	13/01/2018
Gearyson	hir_guoner@yahoo.com	Kiwifruit,Lemon,Lime,Mango	9940934124	14/01/2018
Jarsh	novin_kr@yahoo.com	Pomelo,Olive,Apple	9940934125	15/01/2018
Michael	deshitatesman@yahoo.com	Coconut,Orange	9940934126	18/01/2018
Benjamin	deshitatesman@yahoo.com	Cherry,Currant,Melon	9940934127	19/01/2018
Emma	prasad.singh@metronom.co.in	Strawberry,Jamboo,Papaya	9940934129	21/01/2018
Olivia	sangam.thapa@metronom.co.in	Pear,Plum	9940934130	22/01/2018

Screen Shot 6:- Data Pre Process Screen



Customer Relationship Management (CRM) System

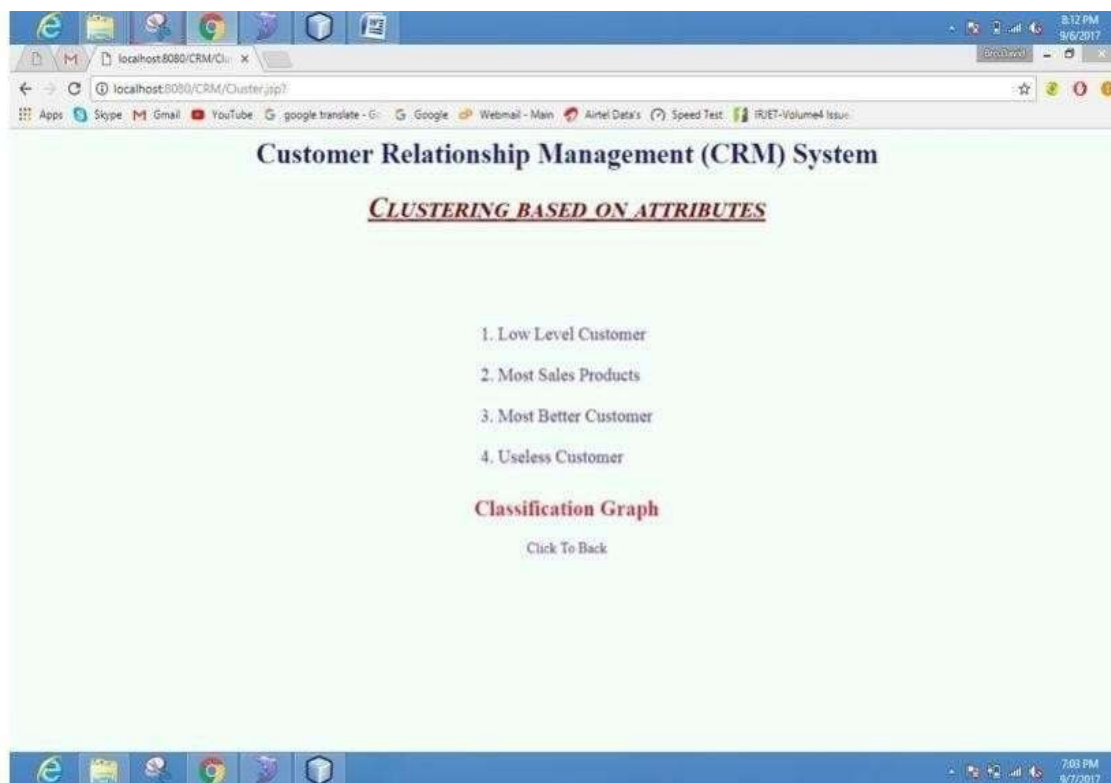
Showing All De Noise Data's

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

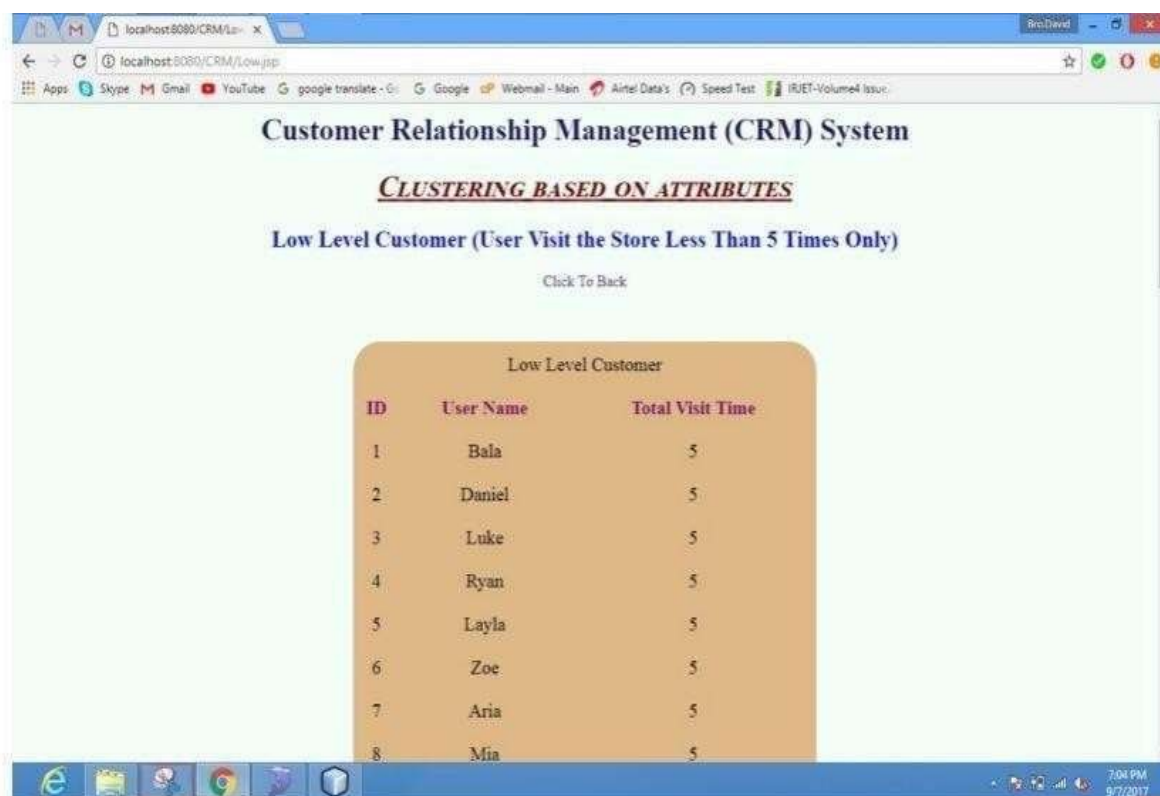
Logout

Customer Name	Email	Items	Mobile	Date
Jacrao	vinodkarma@hindustantimes.com	Banana,Pear,Watermelon,Grape	211	04/01/2018
Rohy	sonakabral3@gmail.com	Sliceoff	212	05/01/2018
Jackson	ashakkakur@thehindu.co.in	Apple,Apriest	213	06/01/2018
Neah	seema.chishti@expressindia.com	Nano	211	02/05/1900
Sophia	manish.pandey@mailoday.in	Lime,Lemon,Pineapple	632	31/12/1899
Isabella	Ananyas@shpmail.in	Blackcurrant,Blueberry	23	31/12/1899
Charlotte	and.p@livemint.com	Cloudberry,Date,Cocunut	5324	28/05/2170
Madebyn	sat.soni@timesgroup.com	Damson,Lime,Loquat,Grape	756	15/10/1901
Alexander	pandurajeev@yahoo.com	Kiwifruit,Lychee,Strawberry,Cherry	456	23/02/1900
William	arjun@ndtv.com	Carambola,Tangerine,Lychee	457	26/06/1901
Scarlett	bandop.Kumar@network18online.com	Lychee,Kiwifruit,Carambola	1465	21/04/1917
Nora	Brishesh.pandey@mtv.in	Olive,Pomelo	265	03/02/1900
Brooklyn	Kushijaskarna@livemint.com	Tangerine,Mackinlen,Quince	67	05/03/1900
Leah	pranav.vamanta@expressindia.com	Sourup,Prune,Loquat	2	10/12/1900
Elizabeth	prashah@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,Perrimon,Sourup	75	01/01/1900
Ganesh	ganesh@gmail.com	Olive,Pomelo	7712345218	31/03/2016
Bhavana	bhavana@rmi.com	Pitaya,Cranberry	8234872348	31/05/2016

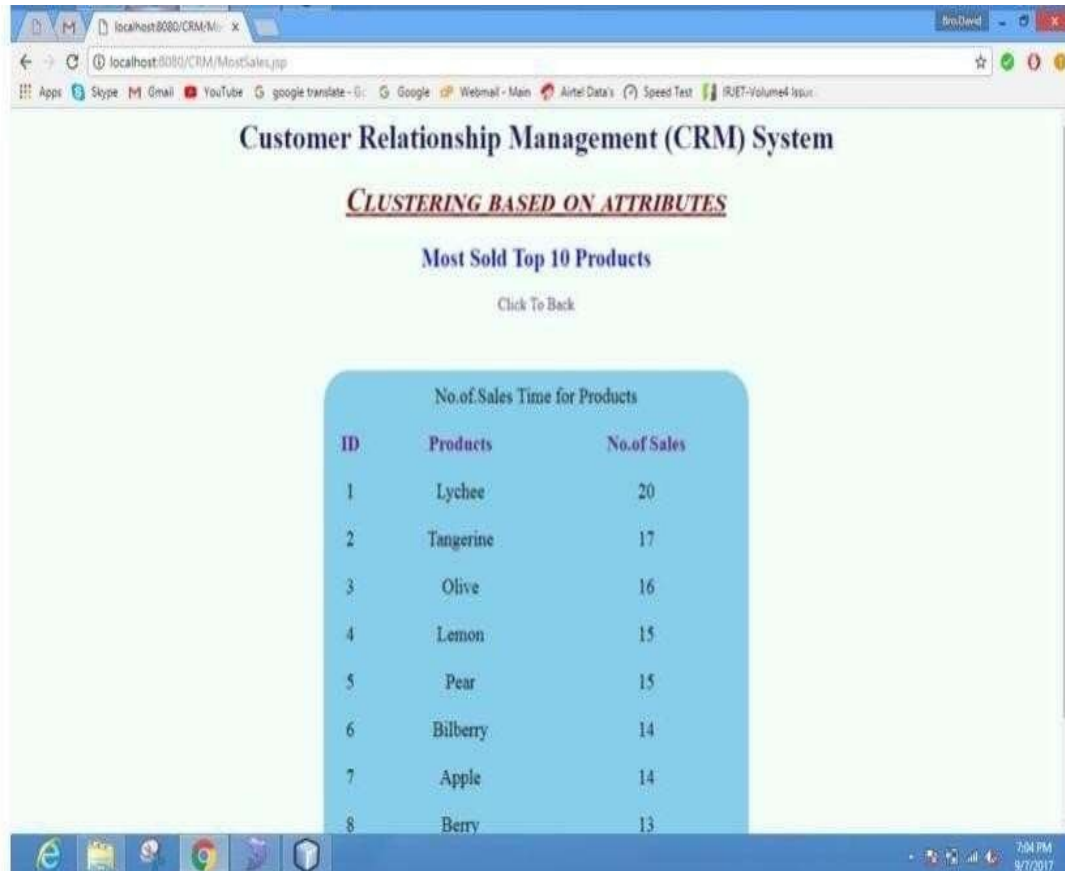
Screen Shot 7:- Showing De Noise Data Screen



Screen Shot 8:- Clustering Based on Attributes



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

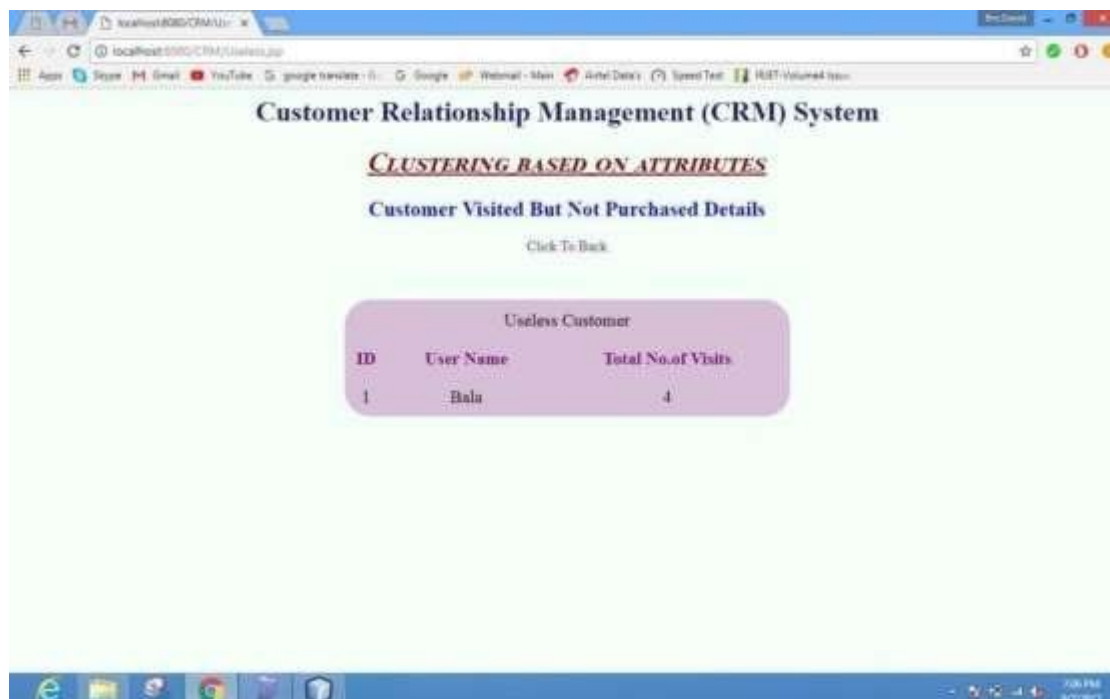
CLUSTERING BASED ON ATTRIBUTES

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	Jeeyun	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



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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