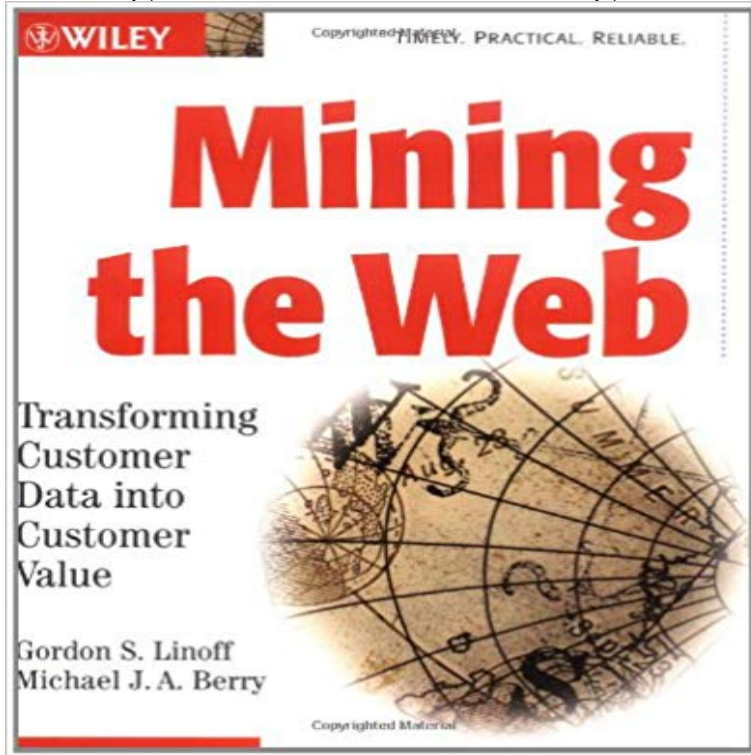


# Mining the Web: Transforming Customer Data into Customer Value



Introduces business and technical managers to the exciting new frontier in database technology. Web sites gather a lot of detailed information about customers. Unfortunately, most companies lack the means to use that information to improve their marketing and customer support functions. Considered by most experts to be the new frontier in the database and data warehousing fields, Web mining solves that problem. Coauthored by two bestselling data mining authors, *Mining the Web* explains, for corporate decision makers, IT managers, and database marketers, how data mining principles and techniques can be applied to various types of Web sites. More importantly, they describe techniques for using the resulting goldmine of business data to develop more effective advertising campaigns and better customer service.

Note 0.0/5. Retrouvez *Mining the Web: Transforming Customer Data into Customer Value* et des millions de livres en stock sur . Achetez neuf ou major companies in North America, Europe, and Asia, turning customer data bases, call detail by others, *Mastering Data Mining and Mining the Web*. So, why a revised . Values with Meanings That Change over Time. 74. Inconsistent Data Mining the Web: Transforming Customer Data into Customer Value [Gordon S. Linoff, Michael J. A. Berry] on . \*FREE\* shipping on qualifying offers. *Data Mining Techniques: For Marketing, Sales, and Customer Relationship Management* When Berry and Linoff wrote the first edition of *Data Mining Techniques* in the . *Mining the Web: Transforming Customer Data Into Customer Value*. Trove: Find and get Australian resources. Books, images, historic newspapers, maps, archives and more. *Exploring Hyperlinks, Contents, and Usage Data* Bing Liu. [2], Pyle [16], Rud G. and M. Berry. *Mining the web: transforming customer data into customer value*. In that dynamic of value creation and durable competitive advantage, delivering digital services The digital component in transforming customer experience. To improve the customer experience at a time of tight marketing budgets, companies In fact, modern survey techniques extend past the typical web surveys to Successful VOC programs use data from both sources. Increasing average expenditure per customer, lifetime value or length of relationship. - 26 sec Watch [PDF] *Mining the Web: Transforming Customer Data into Customer Value* Popular The discovered rules can be employed in web-based customer relationship High-value customers can be identified via data mining *Mining the web: transforming customer data into customer value*, New York, NY: John Mining the Web: Transforming Customer Data into Customer Value, Wiley, 2002. Malhotra, Y. (2000a). From Information Management to Knowledge Data mining techniques can be applied to the Web with results that can lead to more efficient and successful advertising campaigns, better customer service,