CHAPTER 9
CONCLUSIONS

The scholar has identified Customer profiling methodology with reference to Customer Lifetime Value, Relationship, Satisfaction, and Behavior using data mining techniques. The proposed methodology helps to maximize the customers and identifies a potential loss of customer at the earliest possible point.

Content analysis is used to analyze text data. It is used to transform unstructured customer service information into structured customer service data. RFMT model is used to evaluate customer's loyalty and is used to assess customer's lifetime value. RFMT model has been compared with RFM model. It is used to identify the long-term, short-term and new customers. ANFIS model has been proposed to discover customer knowledge. The expert system is designed to improve customer satisfaction. Customer data is classified with the help of Clustering. Association rules are used to identify customer’s behavior.

The future work may include the profiling methodology with reference to cross-selling and up-selling opportunities. There may be gradual transitions in the assumed stable customers at the time of profile generation as they may be the more sensitive to competing offers. However, this profiling methodology analyzed with meticulous care can definitely be applied to any extend despite any business environment change.