Declaration of Authorship

I, Thokchom Shanta Kumar declare that the thesis entitled, “Integration of Clustering Techniques and Visualisation in Customer Segmentation”, and the work presented in the thesis are both my own, and have been generated by me as the result of my own original research. I confirm that:

- This work was done wholly or mainly while in candidature for a research degree at this University;
- Where I have consulted the published work of others, this is always clearly attributed;
- Where I have quoted from the work of others, the source is always given. With the exception of such quotations, this thesis is entirely my own work;
- I have acknowledged all main sources of help;
- Parts of this work have been published as listed in section 1.8 of this thesis.

Signed: Thokchom Shanta Kumar
Date: June, 2011