## Index

<table>
<thead>
<tr>
<th>Content</th>
<th>Page No.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Acknowledgement</td>
<td>III</td>
</tr>
<tr>
<td>List of figures</td>
<td>IV</td>
</tr>
<tr>
<td>List of tables</td>
<td>XII</td>
</tr>
<tr>
<td>List of proposed models</td>
<td>XIII</td>
</tr>
</tbody>
</table>

### 1 Introduction to “To investigate the techniques of computational Data Exploration & Data Mining and to provide an effective Customer Relationship Management System model”

1.1 Introduction ........................................................................ 1
1.2 Statement of the problem ............................................. 11
1.3 Glossary of terms ....................................................... 12
1.4 Planning of the remaining chapters .................................. 14

Reference .............................................................................. 15

### 2 Literature Review

2.1 Literature Survey .................................................................. 17
2.2 Literature Review Findings ............................................. 41
2.3 Problem Formulation ...................................................... 45
2.4 Objective of the study ................................................... 47
2.5 Proposed work .................................................................... 49
2.6 Methodology ........................................................................ 50

Reference .............................................................................. 51

### 3 Design of Fractal Base Clustering Model to provide an Effective Customer Relationship Management System

3.1 Clustering Model to extract plotted data in the form of table by taking a Rectangle as graphical selector ................................................................. 61

3.1.1 Design of the Clustering Model to extract plotted data in the form of table by taking a Rectangle graphical selector .................................................. 61

3.1.2 Sales Table to store sample records of customer’s sales transaction .......................................................................................................................... 63

3.2 Clustering Model to extract plotted data in the form of table by taking a Circle as graphical selector ................................................................. 64

3.2.1 Design of the Clustering Model to extract plotted data in the form of table by taking a Circle as graphical selector .................................................. 64

3.3 Clustering Model to extract plotted data in the form of table by taking a Fractal as graphical selector ................................................................. 65

3.3.1 Design of the Clustering Model to extract plotted data in the form of table by taking a Fractal as graphical selector .................................................. 65
3.4 Clustering Model to extract plotted data in the form of table by taking a Fractal as graphical selector with zoom-in, zoom-out and navigation facility. .............................................................. 66
3.4.1 Design of the Clustering Model to extract plotted data in the form of table by taking a Fractal as graphical selector with zoom-in, zoom-out and navigation facility. 67
3.4.2 Model map of Gujarat state with several locations plotted within Gujarat state and nearby the Gujarat state with their longitude and latitude. ................................. 68
3.4.3 Customer Table to store sample records of customers location defined with longitude and latitude and to be plotted on the plotting area that is the map. ................................. 70
3.4.4 Sales Table to store sample records of customer’s sales transaction .............................................................. 73
3.5 Clustering Model to extract plotted data from the actual map in the form of table by taking a Rectangle as graphical selector. .............................. 78
3.5.1 Design of the Clustering Model to extract plotted data from the actual map in the form of table by taking a Rectangle as graphical selector ......................... 78
3.6 Clustering Model to extract plotted data from the actual map in the form of table by taking a Circle as graphical selector. ........................................ 79
3.6.1 Design of the Clustering Model to extract plotted data from the actual map in the form of table by taking a Circle as graphical selector .............................. 79
3.7 Clustering Model to extract plotted data from the actual map in the form of table by taking a Fractal as graphical selector. ................................. 81
3.7.1 Design of the Clustering Model to extract plotted data from the actual map in the form of table by taking a Fractal as graphical selector ........................................ 81
3.8 Clustering Model to extract plotted data from the actual map in the form of table by taking a Fractal as graphical selector with zoom-in, zoom-out and navigation facility ................................................. 82
3.8.1 Design of the Clustering Model to extract plotted data from the actual map in the form of table by taking a Fractal as graphical selector with zoom-in, zoom-out and navigation facility ................................................. 83
3.9 Clustering Model to extract plotted data from the Online, Navigational & Sizable map in the form of table by taking a Fractal as graphical selector with zoom-in, zoom-out and navigation facility ................................................. 84
3.9.1 Design of the Clustering Model to extract plotted data from the Online, Navigational & Sizable map in the form of table by taking a Fractal as graphical selector with zoom-in, zoom-out and navigation facility ................................................. 85
Reference .......................................................................................................................................................................................... 87
Prototype Development of Fractal Base Clustering Model to provide an Effective Customer Relationship Management System & Result Discussion

4.1 Clustering Model to extract plotted data in the form of table by taking a Rectangle as graphical selector

4.1.1 Components of the Clustering Model to extract plotted data in the form of table by taking a Rectangle graphical selector

4.1.2 Development of the Clustering Model to extract plotted data in the form of table by taking a Rectangle graphical selector

4.1.3 Steps to implement the Clustering Model to extract plotted data in the form of table by taking a Rectangle graphical selector & Result Discussion

4.1.4 Key Features of the Clustering Model to extract plotted data in the form of table by taking a Rectangle graphical selector

4.1.5 Limitations of the Clustering Model to extract plotted data in the form of table by taking a Rectangle graphical selector

4.2 Clustering Model to extract plotted data in the form of table by taking a Circle as graphical selector

4.2.1 Components of the Clustering Model to extract plotted data in the form of table by taking a Circle as graphical selector

4.2.2 Development of the Clustering Model to extract plotted data in the form of table by taking a Circle as graphical selector

4.2.3 Steps to implement the Clustering Model to extract plotted data in the form of table by taking a Circle as graphical selector & Result Discussion

4.2.4 Key Features of the Clustering Model to extract plotted data in the form of table by taking Circle as graphical selector

4.2.5 Limitations of the Clustering Model to extract plotted data in the form of table by taking a Circle as graphical selector

4.3 Clustering Model to extract plotted data in the form of table by taking a Fractal as graphical selector

4.3.1 Components of the Clustering Model to extract plotted data in the form of table by taking a Fractal as graphical selector

4.3.2 Development of the Clustering Model to extract plotted data in the form of table by taking a Fractal as graphical selector

4.3.3 Steps to implement the Clustering Model to extract plotted data in the form of table by taking a Fractal as graphical selector & Result Discussion

4.3.4 Key Features of the Clustering Model to extract plotted data in the form of table by taking Fractal as graphical selector

4.3.5 Limitations of the Clustering Model to extract plotted data in the form of table by taking a Fractal as graphical selector……………………………………………………………... 120

4.4 Clustering Model to extract plotted data in the form of table by taking a Fractal as graphical selector with zoom-in, zoom-out and navigation facility……………………………………………………………... 120

4.4.1 Components of the Clustering Model to extract plotted data in the form of table by taking Fractal as graphical selector with zoom-in, zoom-out and navigation facility. 121

4.4.2 Development of the Clustering Model to extract plotted data in the form of table by taking a Fractal as graphical selector with zoom-in, zoom-out and navigation facility. 124

4.4.3 Steps to implement the Clustering Model to extract plotted data in the form of table by taking a Fractal as graphical selector with zoom-in, zoom-out and navigation facility & Result Discussion………………… 130

4.4.4 Key Features of the Clustering Model to extract plotted data in the form of table by taking a Fractal as graphical selector with zoom-in, zoom-out and navigation facility. 138

4.4.5 Limitations of Clustering Model to extract plotted data in the form of table by taking a Fractal as graphical selector with zoom-in, zoom-out and navigation facility. 139

4.5 Clustering Model to extract plotted data from the actual map in the form of table by taking a Rectangle as graphical selector……….. 140

4.5.1 Components of the Clustering Model to extract plotted data from the actual map in the form of table by taking a Rectangle as graphical selector…………………………... 140

4.5.2 Development of the Clustering Model to extract plotted data from the actual map in the form of table by taking a Rectangle as graphical selector…………………………... 144

4.5.3 Steps to implement the Clustering Model to extract plotted data from the actual map in the form of table by taking a Rectangle as graphical selector & Result Discussion…………………………... 148

4.5.4 Key Features of the Clustering Model to extract plotted data from the actual map in the form of table by taking a Rectangle as graphical selector…………………………... 152

4.5.5 Limitations of the Clustering Model to extract plotted data from the actual map in the form of table by taking a Rectangle as graphical selector…………………………... 153

4.6 Clustering Model to extract plotted data from the actual map in the form of table by taking a Circle as graphical selector……….. 153

4.6.1 Components of the Clustering Model to extract plotted data from the actual map in the form of table by taking a Circle as graphical selector…………………………... 154

4.6.2 Development of the Clustering Model to extract plotted data from the actual map in the form of table by taking a Circle as graphical selector…………………………... 157
4.6.3 Steps to implement the Clustering Model to extract plotted data from the actual map in the form of table by taking a Circle as graphical selector & Result Discussion

4.6.4 Key Features of the Clustering Model to extract plotted data from the actual map in the form of table by taking a Circle as graphical selector

4.6.5 Limitations of the Clustering Model to extract plotted data from the actual map in the form of table by taking a Circle as graphical selector

4.7 Clustering Model to extract plotted data from the actual map in the form of table by taking a Fractal as graphical selector

4.7.1 Components of the Clustering Model to extract plotted data from the actual map in the form of table by taking a Fractal as graphical selector

4.7.2 Development of the Clustering Model to extract plotted data from the actual map in the form of table by taking a Fractal as graphical selector

4.7.3 Steps to implement the Clustering Model to extract plotted data from the actual map in the form of table by taking a Fractal as graphical selector & Result Discussion

4.7.4 Key Features of the Clustering Model to extract plotted data from the actual map in the form of table by taking a Fractal as graphical selector

4.7.5 Limitations of the Clustering Model to extract plotted data from the actual map in the form of table by taking a Fractal as graphical selector

4.8 Clustering Model to extract plotted data from the actual map in the form of table by taking a Fractal as graphical selector with zoom-in, zoom-out and navigation facility

4.8.1 Components of the Clustering Model to extract plotted data from the actual map in the form of table by taking a Fractal as graphical selector with zoom-in, zoom-out and navigation facility

4.8.2 Development of the Clustering Model to extract plotted data from the actual map in the form of table by taking a Fractal as graphical selector with zoom-in, zoom-out and navigation facility

4.8.3 Steps to implement the Clustering Model to extract plotted data from the actual map in the form of table by taking a Fractal as graphical selector with zoom-in, zoom-out and navigation facility & Result Discussion

4.8.4 Key Features of the Clustering Model to extract plotted data from the actual map in the form of table by taking a Fractal as graphical selector with zoom-in, zoom-out and navigation facility
4.8.5 Limitations of the Clustering Model to extract plotted data from the actual map in the form of table by taking a Fractal as graphical selector with zoom-in, zoom-out and navigation facility.

4.9 Clustering Model to extract plotted data from the Online, Navigational & Sizable map in the form of table by taking a Fractal as graphical selector with zoom-in, zoom-out and navigation facility.

4.9.1 Components of the Clustering Model to extract plotted data from the actual map in the form of table by taking Fractal as graphical selector with zoom-in, zoom-out and navigation facility.

4.9.2 Development of the Clustering Model to extract plotted data from the Online, Navigational & Sizable map in the form of table by taking a Fractal as graphical selector with zoom-in, zoom-out and navigation facility.

4.9.3 Steps to implement the Clustering Model to extract plotted data from the Online, Navigational & Sizable map in the form of table by taking a Fractal as graphical selector with zoom-in, zoom-out and navigation facility & Result Discussion.

4.9.4 Key Features of the Clustering Model to extract plotted data from the Online, Navigational & Sizable map in the form of table by taking a Fractal as graphical selector with zoom-in, zoom-out and navigation facility.

4.9.5 Limitations of the Clustering Model to extract plotted data from the Online, Navigational & Sizable map in the form of table by taking a Fractal as graphical selector with zoom-in, zoom-out and navigation facility.

Reference.

5 Conclusion & Future Scope

5.1 Conclusion.

5.2 Comparative study of all the models.

5.3 Rational of the study.

5.4 Limitations of the study.

5.5 Future Scope.