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Customer Profile Construction

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Customer Profile Construction

Completed Research Paper

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ABSTRACT

This paper studies the problem of acquiring new customer data for target marketing. When the new customer data is to be acquired from external sources, it is important to know what characteristics of the customers are desired for acquisition. We propose a novel method, based on the kernel density estimation technique, to construct the customer profiles for the preferred customers. The customer profiles will be used to specify the criteria for acquiring prospective customer data from external sources. The effectiveness of our approach is demonstrated in an experimental evaluation using real-world data.

Keywords

Customer, Profile, Acquisition.