

Abstract

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CRM and Data Mining Techniques

Customer relationship management "CRM" is very important factor in enhancing the organization competitiveness. In this paper, Data mining "DM" techniques are used to improve customer services in a radiology centers. Clustering customers is needed to find unsatisfied need, promote services packages & create new service packages. The proposed system radiology data mining system "RDMS" consists of three components preprocessing, clustering & post processing. The data collected is for a period of four month for 6700 transaction. Three data sets are constructed from the original data set by dividing the whole data into 90%, 85% & 80% for training & 10%, 15% & 20% for testing respectively. Three K-means model are used with k=10, 15 & 18 cluster & each data set is used to calibrate & test the model for a total of nine ones. It is found that the best model is the one with 15 clusters. The clustering results are represented to a medical specialist who found that some results are reasonable & others go along with the center type & its policy.