

Data Mining in Customer Relationship Management (CRM)

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Abstract: *Data mining allows extracting valuable information from the historical data and predicting outcomes of future situations. CRM considers the customer as the centre point, which values the customers of the organization. In order to develop an integrated model, it is important to understand the existing Data mining and CRM models. Hence the article discusses some of the existing data mining and CRM models and finally proposes an integrated model of data mining for CRM.*

Keywords: CRM, DM, Mining Model

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