

Clustering of Customer Transaction Data

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Abstract: Clustering of customer transaction data and finding patterns using Apriori Algorithm is useful task in data mining to formulate market strategies and maximize profit. We apply an Apriori Algorithm for finding patterns. We use output of Customer Transaction Clustering Algorithm as an input to Apriori Algorithm. We have transaction tree which represents the customer's transaction records. Distance between transaction trees is calculated. A customer transaction clustering algorithm is used for clustering of transaction data of customers. The most frequent customers are selected as representatives of customer groups. Clustering is performed by assigning customer to the nearest neighborhood. Finally, the clustering results are forwarded to Apriori Algorithm for finding patterns.

Keywords: Customer Transaction Clustering Algorithm, Apriori Algorithm, Transaction Tree, Clustering, etc.

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