

عنوان مقاله:

Data mining techniques in the banking industry

محل انتشار:

ششمین کنفرانس بین المللی نوآوری و تحقیق در علوم مهندسی (سال: 1399)

تعداد صفحات اصل مقاله: 7

نویسندگان:

Payman kalani torbeghan - *Department of computer Engineering, Neyshabour Branch, Islamic Azad University, Neyshabour, Iran*

Reza ghaemi - *Department of computer Engineering, QuchanBranch, Islamic Azad University, Quchan, Iran*

خلاصه مقاله:

The banking industry around the world is undergoing drastic and dramatic changes, and with the spread of ebanking, it has become easier to record transactional information and data is growing significantly. By analyzing CRM database information, banks can better identify customers. As well as optimizing the optimal allocation of resources to more profitable customers, data mining techniques are well-known tools for analyzing and analyzing customer data. It will change the way special and valuable customers are identified from the list of all customers and eventually discover loyal customers. In this research, a comprehensive framework for classifying data mining techniques in customer relationship management is presented and then to examine the applications of data mining techniques in the banking industry. Intermediate marketing, risk management, fraud detection, business acquisition and customer retention are discussed below. The conceptual framework used is presented below

کلمات کلیدی:

Customer relationship management, e-banking, cross-marketing, risk management, fraud detection Introductio

لینک ثابت مقاله در پایگاه سیویلیکا:

<https://civilica.com/doc/1033456>

