

Implementation of Customer Relationship Management system using Apriori Algorithm for Online Shopping

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Abstract

Customer relationship management (CRM) is an approach that recognizes that customers are the cores of the business and the company's success effectively depends on managing their relationship with them. The propose system intends to develop online shopping system by focusing on the use of Apriori Algorithm to support CRM features. Two CRM features, "recommended products" and "analyze customer profile" can be supported by this proposed system. One feature, recommended products means system will only recommend the associate items to customers when the desired item viewed by the customer that exists in the frequent item sets of the previous transactions by means of Apriori Algorithm. Another one CRM feature is a kind of push technology that assists administrator to obtain customer lists for online advertisement about new item to the right cutomers by comparing the customer lists and frequent item lists. The proposed system can support a good customer relationship management and can also takes the profits for online shopping system. The proposed system is developed by using ASP.Net technology with C# and Microsoft SQL server 2005.