

Implementation of Marketing Analysis System Using K-Means Clustering Method

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Abstract

Marketing is the process of planning and executing the conception, pricing, promotion and distribution of ideas, goods and services to create exchanges that satisfy individual and organizational objectives. In this paper, the system will be implemented for Marketing Analysis System Using K-means Clustering Method. Clustering method use to analyze the data more effectively than classification method. The biggest advantage of the k-means method in data mining application is its effectively in clustering large data sets. In the historical database of marketing analysis system, the products from supermarket are stored. Marketing analysis system used to choose the clustering products, and to determine which products are almost the same similar. The system calculates the distance of each data in the database by Minkowski distance and put each the minimum distances. This system displays three clusters by using Minkowski distance formula. These are commodity, cosmetic, and food. Finally, this system search to search to display the best selling of products in each season, so that marketing managers can design more suitable marketing analysis