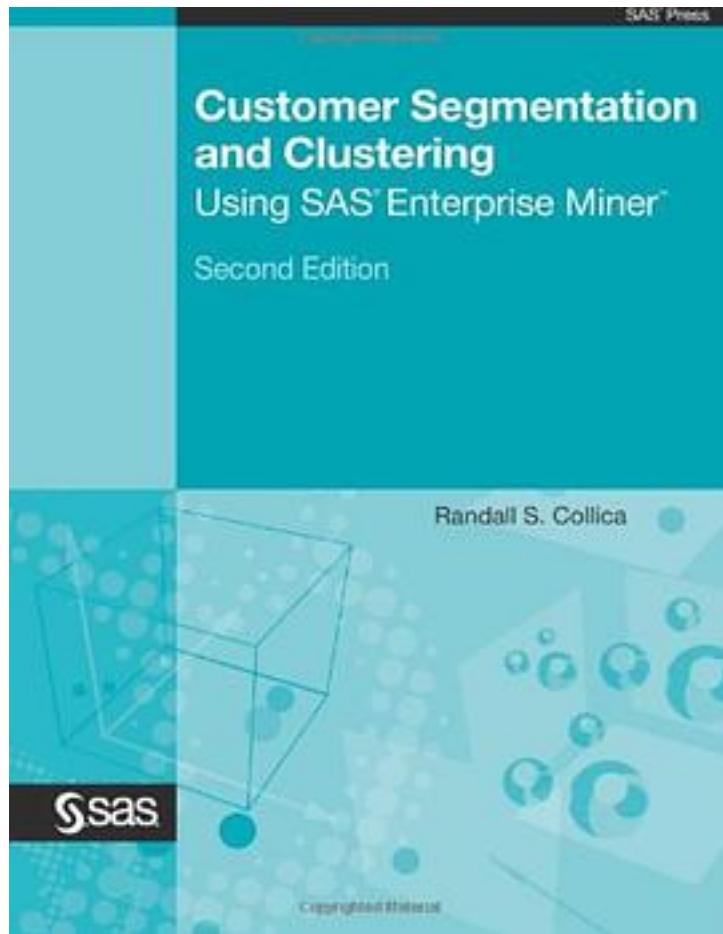


Customer Segmentation and Clustering Using SAS Enterprise Miner, Second Edition



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著者:Collica, Randall S.

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Understanding the customer is critical to your company's success. In this book, Randy

Collica employs SAS Enterprise Miner and the most commonly available techniques for customer relationship management (CRM). You will learn how to segment customers more intelligently and to achieve, or at least get closer to, the one-to-one customer relationship that today's businesses want.

作者介绍:

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