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Setting Up the Marketing Plans for Lotte Department Store

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ABSTRACT

The importance of discovering the potential VIP customers among new entry customers in the retail industry has significantly increased. Despite this importance, however, most companies in the retail industry have used traditional statistical analysis to discover potential VIP customers, which gives fragmentary analysis. Furthermore, it was possible only when the data had a simple format. It is useful, but we can't make more elaborate analyses with enormous data efficiently in this way.

This paper aims to overcome this problem by using SAS® Enterprise Miner™ to set up and modify marketing plans to nurture potential VIP customers. With results generated by SAS Enterprise Miner, we first evaluate the existing methods of marketing plans and examine their weaknesses. Then, we suggest a new marketing plan that could provide more general insight into the study of CRM. The main aim of this paper is to motivate the Korean department store industry to use SAS Enterprise Miner and to show various uses of results by using the Business Intelligence (BI) concept. The data is provided by Lotte Department Store.

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