

題目	應用資料探勘分析顧客價值之研究:國籍航空經濟艙個人旅客市場之實證分析
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摘要	<p>對國籍航空公司而言，旅客搭乘成長率一直是個重要的議題。近來，因全球經濟有趨於復甦之現象，航空公司需平衡高價的燃油成本，為增加旅客搭乘率，國籍航空可以有有效的對國內外經濟艙個人旅客進行顧客關係管理行銷。</p> <p>在航空之票價收入分析上，個人經濟艙旅客通常比團體旅客具有較高的利潤。因此，本研究之目的在於輔助台灣之國籍航空公司，發展顧客關係管理之個人經濟艙旅客的顧客價值。一般而言，商業資料探勘分析的結果以規則方式呈現較能應用於系統之過濾功能上，因此，本研究以決策規則、交易紀錄、與社經變數應用決策樹分析導向於 FPDN 模型 (基於 RFM 模型)之市場，並建立對市場行銷有用之規則，航空公司可利用研究結果之規則將有價值的旅客群聚化，進行應對之行銷策略，以便留住此有價值之顧客群體。</p> <p>本研究以入出台灣之國籍航空經濟艙個人旅客為分析對象，以資料探勘模式探討航空旅客之顧客知識與價值，研究結果可應用於國籍航空公司之資料庫行銷或顧客關係管理系統中，而研究流程亦可應用於各企業、或政府組織中。</p>
關鍵字	顧客價值、資料探勘、決策樹、監督式關聯分析、FPDN 模式
Title	Applying Data Mining on Discovering of Customer Values: an Empirical Case of Air Economic Class Individual Passenger Market of Taiwan
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Abstract	<p>Growth rate of passengers is always an important issue for airlines. Recently, global economy has gradually recovered, for increasing of growth rate and balancing fuel expenses, airlines should fulfill database marketing management effectively on individual economic class passengers of foreign and domestic.</p> <p>For airlines, passengers of individual economic class are usually with higher profit than group travelers. The objective of this paper is to help airlines of Taiwan to discover customer knowledge of individual economic class passengers for applications of database marketing systems. As usual, results of commercial data mining analysis are commonly presented in a form of rules, thus this paper orients FPDN model (RFM model based), transactional records and socio-economic variables into decision tree analysis for creating useful marketing rules. The airlines can filter valuable passengers via these rules, and apply marketing plan to the cluster of the valuable passengers for retaining these passengers.</p> <p>An empirical case of air individual economic class passengers market of Taiwan is implemented. Hence, the result or framework of this research can be applied on database marketing or customer relationship management system of airlines or governments/businesses.</p>
Key Words	Customer Value, Data Mining, Decision Tree, FPDN Model.