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# MEMBERSHIP CARD GENERATION BASED ON CLUSTERING AND OPTIMIZATION MODELS



Membership Card  
Generation based on  
Clustering and Optimization  
Models  
A Method for Membership Card Generation in A  
Hypermarket

LAMBERT  
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Condition: New. Publisher/Verlag: LAP Lambert Academic Publishing | A Method for Membership Card Generation in A Hypermarket | The research aimed to develop a methodological approach for clustering of customers based on their characteristics in order to define membership cards based on mathematical optimization in a hypermarket. Data mining as a technique is used to find interesting and valuable knowledge from huge amount of stored data within databases. We employed hierarchical and fuzzy clustering method in data selection preprocessing step for...

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