
New techniques to enhance the promotions in e-stores

Mohammed Abdel lateif Al-Shalabi and Alaa Obeidat

University of Sarjah, UAE

Keywords

Data mining, association rules, confidence, e-stores

Abstract

In any food stores, some items will be expired or destroyed because the demand on these items is infrequent, so we need a system that can help the decision maker to make an offer on such items to improve the demand on the items by putting them with some other frequent item and decrease the price to avoid losses. The system generates hundreds or thousands of patterns (offers) for each low demand item, then it uses the association rules (support, confidence) to find the interesting patterns (the best offer to achieve the lowest losses).

In this paper, we propose a data mining method for determining the best offer by merging the data mining techniques with the E-Commerce strategy. The task is to build a model to predict the best offer. The goal is to maximize the profits of a store and avoid the loss of products. The idea in this paper is using the association rules in marketing with a combination with E-Commerce.
