

ON CLUSTERING TECHNIQUE OF DELIVERY PATTERN FOR CLASSIFYING COURIER CUSTOMERS

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ABSTRACT

Purpose: It is the aim of the study to classify courier customers based on their delivery pattern to understand customer behaviour and needs.

Design/methodology/approach: The transaction data is mined using K-mean clustering technique to classify customer delivery pattern based on 7 factors, i.e., Recency, Frequency, Monetary, Weight, Day, Number of Product Category and Number of Customer. The data is taken from case study courier company in Chiang Mai, Thailand.

Findings: Customers are classified as 5 clusters with different delivery patterns.

Originality/value: The study transforms traditional transaction data into useful information. The information can be used by decision maker if any measures shall be deployed to increase customer satisfaction.

Keywords: Clustering Technique, Delivery Pattern, Courier Customer