

MarketPlace
 , 3 , 1
 Data
 Mining . ,

Key Word : , , Tree , Gain Chart

1.

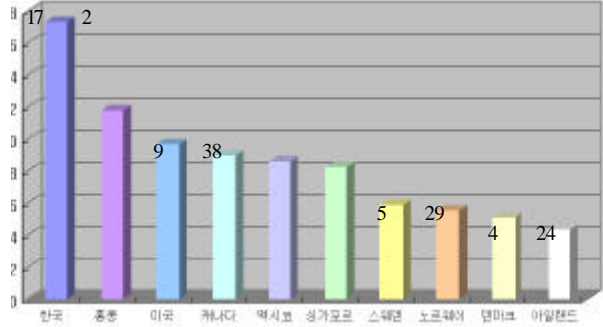
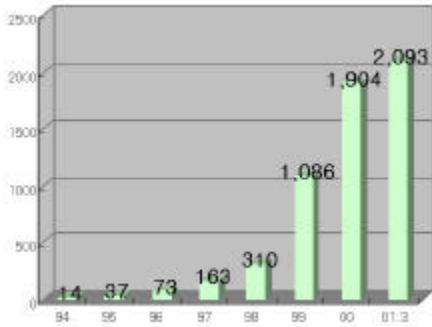
(IT : Information Technology) (SI : System
 Integration) Off-Line Mass On-Line One-to-One
 가 . 2001 4 9,876
 . 3 8,615 14.6%,
 3,328 (50.8%) 가 ,
 가 가 가 가
 < 1 >

< 1> (:)

	1999	2000	2001	2002	2003
LG	851	2,045	3,948	7,195	12,362
	2,200	4,000	-	-	-
OECD	-	-	3,000	-	10,000
e-Marketer	984	1,972	3,810	7,020	12,440
IDC	1,100	2,180	3,000	7,340	13,170
Activmedia	1,800	3,770	7,170	12,340	13,000

2000 4 1,851 , 2001 3 2,043 , 2002 1
 2,274 4 139 (6.5%)가 가 .
 1,820 (85.2%), 315 (14.8%)

3,130(31.7%) 가 6,746(68.3%) ,
 .< 1, 2 > 가 가 가



< 1> 가
 * Source : AC & , 2001.5
 * :

< 2> 가
 * Source :

가

58.6%가, 60.6%가, 49.4%가, 61.2%가, BM(Business Model) 가
 50.5%가

< 2> (: %)

	49.4	21.6	29.0	100
	58.6	17.7	23.7	100
	60.6	16.8	22.5	100
	61.2	16.8	22.0	100
BM	50.5	19.1	30.4	100

가, 가 가
 가

Solution , Data Mining Target Marketing, One-to-One Marketing
 , Scoring, .
 4 , 가 가
 Data Mining 가 가

2.

160 가 2500 1996
 가 .
 가 .
 .
 20 가 가

.< 3 >

< 3>

	10,000 (100%)			
	5,096	(51.0%),	4,904	(49.0%)
10	1,656	(16.6%)	20	2,442 (24.4%)
30	2,312	(23.1%)	40	1,896 (19.0%)
50	1,191	(11.9%)	60	503 (5.0%)
	1,513	(15.1%)		980 (9.8%)
	1,444	(14.4%)		2,512 (25.1%)
	1,610	(26.1%)	/	941 (9.4%)

* Source : 10 65 10,000

: 2000 7 1 12 12
 95% ±0.98%

1 3 가 (D) 20
 가 가

.< 4>

< 4> () (: %)

	10	20	20	30	30	40	50
A	11.3	27.0	25.6	17.7	8.7	6.8	2.9
B	11.1	15.3	22.1	21.6	12.9	13.4	3.6
C	11.5	13.1	23.2	21.5	13.8	13.2	3.5
D	11.9	17.7	22.8	23.3	11.3	10.2	2.6

(* : A , B, C, D)

가 가 2 3 가
 , 3
 60-70%

< 5, 6 >

< 5>

A	67.0	33.0
B	80.7	19.3
C	69.6	30.4
D	45.2	54.8

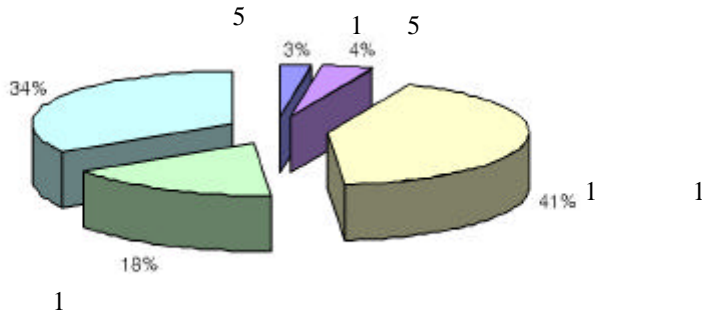
(,) (: %)

A	75.4	24.6
B	85.1	14.9
C	76.1	23.9
D	75.3	24.7

< 6> () (: %)

						/
A	34.4	3.7	6.8	32.4		22.7
B	42.2	1.3	9.6	23.2	3.0	20.7
C	38.1	4.5		35.9	4.0	17.5
D	53.1	0.2	1.2	32.4	5.9	7.2

7% . 5 (3%) 80%
 < 3 >



< 3> (2000 6)
 Source : , 2000.8

4 5 가 A , D , 1
 5 B, C 가 34%
 4 .

Demographic Data

가 가
 10 20
 20 30 가
 . 40 50 Percent
 가
 < 5> 82.2%가 20 30

< 7> : D (: %)

	10	20	20	30	30	40	50
	12.8	15.8	21.0	20.6	12.6	13.5	3.8
	2.7	13.2	28.0	26.9	14.1	12.8	2.3
	11.1	15.3	22.1	21.6	12.9	13.4	3.6

가
 가 가
 (: A 21.8%, C 29.4%) 가
 . A
 가 (:
 39.5%)

< 8> 가 () (: %)

	21.6	7.9	5.3	5.3	2.9	2.9	2.2	19.3	3.2	3.1	4.0	4.2	4.4	5.9	6.5	1.1
A	41.3	5.4	3.4	4.5	2.4	2.4	1.4	22.1	2.0	1.8	2.6	1.9	1.7	3.7	3.0	0.6
B	34.0	6.2	4.7	5.0	2.3	2.8	1.9	19.9	2.9	2.8	3.5	2.7	2.3	3.6	4.3	1.0
C	30.8	5.9	4.2	4.1	2.6	9.4	1.8	17.9	3.0	2.3	2.7	2.7	2.5	4.3	4.9	0.9
D	17.5	8.0	3.1	4.4	2.7	2.8	2.1	17.5	2.2	2.4	3.1	2.5	2.7	5.4	5.3	0.7

(* : 2001 ,)

가 가

가 < 9 >
 가

< 9> (: %)

	1	1	가	()
A	74.8	57.6	25.2	67
B	80.0	77.5	20.0	36
C	67.2	79.9	32.8	29.8
D	-	-	-	-

가 가
가

C

C 5
()

< 10> C Segment

	(,%)		(,%)		(,%)	
VIP	786	2.7	2,677	5.9	12,004	5.8
GOLD	1,376	4.7	2,351	5.2	14,271	6.9
SILVER	1,655	5.6	3,748	8.3	12,857	6.3
BRONZE	8,349	28.2	15,112	33.4	54,230	26.4
	17,403	58.9	21,334	47.2	112,079	54.6

C 가 가

3.

Data가 ,

가 1:1

Mass

Cross Selling/ Up Selling ,

D Data Mining

< 4>

구매 데이터 이용

순위	제품군	Support(%)	Confidence(%)	LIFT
1	음반 <-> 도서	9.669	94.704	2.999
2	음반 <-> 화장품	1.801	12.802	1.220
3	화장품 <-> 잡화	1.272	12.647	1.146
4	컴퓨터 <-> 가전	0.806	10.182	0.857
5	식품 <-> 화장품	0.746	11.640	1.159

음반	16,804	8,931	26,299	도서
음반	22,569	3,165	21,315	화장품
화장품	21,385	3,095	23,761	잡화
컴퓨터	19,442	2,204	26,705	가전
식품	13,774	1,816	22,665	화장품

< 4> D

가

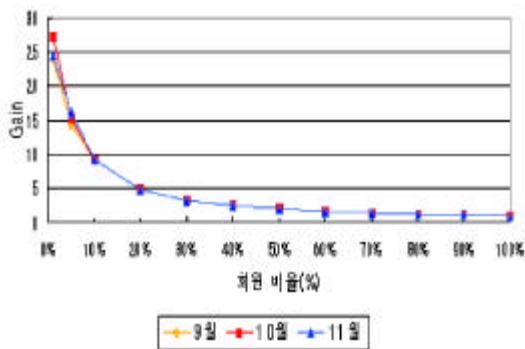
Scoring

가

< 5>

. 2001 9 11

3 Test Gain Chart가



< 5> Gain Chart

비율	9월		10월		11월	
	구매 고객수	Gain	구매 고객수	Gain	구매 고객수	Gain
1%	225	21.06	300	27.15	60	24.57
5%	873	14.32	864	15.23	60	18.07
10%	861	9.16	1,014	9.18	860	9.25
20%	889	4.64	1,064	4.65	1,020	4.54
30%	882	3.81	1,100	3.82	1,054	3.50
40%	888	2.68	1,103	2.50	1,029	2.40
50%	890	2.00	1,104	2.00	1,029	1.99
60%	898	1.66	1,104	1.67	1,029	1.66
70%	890	1.41	1,104	1.43	1,030	1.42
80%	898	1.25	1,104	1.25	1,032	1.25
90%	899	1.11	1,104	1.11	1,035	1.11
100%	940	1.00	1,105	1.00	1,034	1.00
총 고객수	1,572,700		1,738,300		1,788,000	

< 11> Gain Chart

< 7>

Score가 10%

9

Data Mining

Data

OLAP

Target

(CRM)가

가

가

< 8>

(Targeting)	
(Personalization)	
(Association)	
(Clustering)	
(Estimation & Prediction)	

Data Mining

가

< 12>

< 12>

	10	20	20	30	30	40	50
Percent	10.8	12.5	25.8	28.1	12.0	9.9	0.9

Target

가

mining

Targeting

ROI

가 , Customerzation

가

- [1] , , , , , (1999). 『 ()』, ,
- [2] , , , , , (2000). 『 ()』, , .
- [3] , 2000.8, RI Korea/KoreanClick .
- [4] 2000.8, .
- [5] (2001 12), .
- [6] (2001 3/4), 2002.3, .
- [7] (2002 3 1/4), 2002.5, .
- [8] , 2001.11, .
- [9] , ().
- [10] <http://www.crm.co.kr>