
Decision support systems for E-commerce

Decision support systems for EC

- DSS: help the knowledge worker (executive, manager, analyst) make faster and better decisions
 - what were the sales volumes by region and product category for the last year?
 - How did the share price of computer manufacturers correlate with quarterly profits over the past 10 years?
 - Will a 10% discount increase sales volume sufficiently?
- Data Warehousing: enables On-line analytical processing (OLAP)
 - OLAP is a component of decision support system
- Data mining
 - Extraction of interesting knowledge (rules, regularities, patterns, constraints) from data in large databases.
 - Data mining is a powerful, high-performance data analysis tool for decision support.

Potential Applications of Data Warehousing and Mining in EC

- Analysis of user access patterns and buying patterns
- Customer segmentation and target marketing
- Cross selling and improved Web advertisement
- Personalization
- Association (link) analysis
- Customer classification and prediction
- Time-series analysis
- Typical event sequence and user behavior pattern analysis
- Transition and trend analysis