

**Hilbert, Andreas; Spatz, Alexander**

**Forecasting the customer development of a publishing company with decision trees.** (English)

[Zbl 05280212](#)

Schader, Martin (ed.) et al., Between data science and applied data analysis. Proceedings of the 26th annual conference of the Gesellschaft für Klassifikation e. V., Mannheim, Germany, July 22–24, 2002. Berlin: Springer. Stud. Classification Data Anal. Knowl. Organ., 538-545 (2003)

Summary: Many companies recognize that it is important to concentrate their marketing budget on customers with good prospects in future. This paper proposes a new approach which was applied to a company selling loose-leaf notebooks consisting of a basic volume and several updating volumes. In recent years the customers were valued with respect to their actual transaction volume. The validation has some drawbacks. Therefore, a new type of valuation described in this paper was introduced: now, the customers are valued due to their short term as well as their long term potential. The short term potential is the probability of ordering a basic volume. The number of updating volumes represents the long term potential.

For the entire collection see [[Zbl 1023.00021](#)].

**MSC:**

[62-XX](#) Statistics