SALES ANALYSIS USING ID3 ALGORITHM

ABSTRACT

Data mining (DM) is used to attain knowledge from available information in order to help companies make weighted decisions. An organization needs to invest only on the group of products which are frequently purchased by its customers as well as price them appropriately in order to attain maximum customer satisfaction. The objective of this paper is to evaluate, propose and improve traditional pricing strategies by using web mining techniques to collect information from e- commerce websites and apply data mining methods to induce and extract useful information out of it. The proposed strategy can be generated by optimizing decision trees in an iterative process and exploit information about historical buying behaviour of a customer.

In this system a large amount of data can be collected and analysed for predicting sales and future developments. Sales data can be analysed to find out which particular product or item sold the most and this may help us to stock this item more. Also, we can compare sales of different places.