Subscription-based relationship –

The discovery of customers in this type of relationship offers more elements for knowing the customer. Usually data miners have more chances to know the customer because the customer will have a longer relationship which will allow analyze its information. The customer‘s behavior is easy to analyze because it has patterns like paying on time, late, paying extra principal, paying the exact amount, day of the month, cash/check/credit card, type of credit card, automatic withdrawal, paper billing or online statement. The start and end of the relationship are what determine this type of relationship.

Event-based relationship -

An event-based relationship is a relationship based on transactions, like purchases or payments. Because these customers can pay cash it makes it very difficult to track them.

On this kind of relationship customers are hard to track because these kinds of customers are not steady, they come and they go. In order to analyze these customers it is necessary to have information about their transactions like: time, location, and product.

References

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