

Integrated Girvan-Newman and K-means Algorithm for Customer Segmentation in E-commerce

Ihsan Satriawan

School of Electronic Engineering and Informatics
Institute of Technology Bandung
Bandung, Indonesia
ihsan.satriawan.20[at]gmail.com

G.A. Putri Saptawati

School of Electronic Engineering and Informatics
Institute of Technology Bandung
Bandung, Indonesia
Putri[at]informatika.org

Abstract—Customer segmentation become one of the ways for a company to be able to provide better service to customers. By segmenting customers, company can be more understand behavior of customers. In fact, the approach which has been used to obtain customer segmentation is still inadequate, because the information generated is merely classify customers based on criteria established at the beginning, like the RFM value of every customer. This study proposes an additional process before doing customer segmentation, which is the process of detecting community formed by interaction between customers. This additional process called a community detection. With this additional processing, customer segmentation is expected to produce better information.

Keywords—Customer Segmentation, Community Detection

I. INTRODUCTION

This demo file is intended to serve as a “starter file” for IEEE conference papers produced under L^AT_EX using IEEEtran.cls version 1.7 and later. I wish you the best of success.

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II. RELATED WORK

III. CUSTOMER SEGMENTATION

IV. CONCLUSION

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REFERENCES

- [1] H. Kopka and P. W. Daly, *A Guide to L^AT_EX*, 3rd ed. Harlow, England: Addison-Wesley, 1999.