ABSTRACT

Data Mining has become a topic of high interest in the E-Commerce Environment. While there is a great concern of ambiguous about the exact tasks of data mining in the E-Commerce environment. This research aspires to propose data mining algorithm in E-Commerce, with a focus on clustering task for B-to-C E-Commerce in Thailand.

The greatest advantage brought by the web is the virtual ubiquitous communication network in the human society. Web user from the opposite earth pole can interact each other. The platform-independent medium is the secret in presenting data to the entire world. This creates the perfect competition market structure. The transaction changes to be customer-driven that customer will seek the satisfied product, service or information just by mouse click. However, this brings in the difficulty for the organization in dealing with hastening of data. This problem is the driving force for many data mining researchers in fine-tuning to get the right data from the right place to the right person at the right time. The labyrinth of data resources is the matter that they have to deal with in order to generate the valuable information.

This research attempts to connect the data mining with the E-Commerce database usage. Base on the capability of data mining, unstructured E-Commerce database will be mined in order to generate the valuable knowledge to support management decision, which is a critical success factor in this business society. Combining the learning tools of neural network in data mining and multi-level marketing business domain, a simulation is done under data mining for distributor network planning in E-Commerce. The requirement in understanding the distributor network expansion propensity is the first stage of planning prior any further practice. Clustering task is expected in this problem. Consequently, KOHONEN is selected to mine the database from multi-level marketing website to find out the pattern of the distributor propensity, which has not had any formal analytical model used for further management prediction.