عنوان فارسی مقاله:
کشف داده های نامعلوم با سیستم های فازی ژنتیکی چند هدفه
درجهت مدلسازی رفتار مصرف کننده

عنوان انگلیسی مقاله:
Mining uncertain data with multiobjective genetic fuzzy systems
to be applied in consumer behaviour modelling

توجه!
این فایل تنها قسمتی از ترجمه میباشد. برای تهیه مقاله ترجمه شده کامل
با فرمت ورد (قابل ویرایش) همراه با نسخه انگلیسی مقاله، اینجا کلیک نمایید.
5. Concluding remarks

The paper has introduced a novel problem in marketing where KDD can help to generate easily understandable models for predictive induction. As far as we know, this is the first time that KDD has been applied to estimate structural models for consumer behaviour, which is usually done by traditional statistical tools.

The proposed methodology develops three different stages of KDD: data collection, data mining, and knowledge interpretation. Data are collected from questionnaires based on a theoretically defined structural model filled in by consumers. The proposed data mining approach is based on the use of genetic algorithms to learn fuzzy rules. The problem provides a specific kind of uncertain data set that justifies the use of fuzzy logic. We perform multiobjective optimization (according to several quality criteria) to obtain diverse fuzzy models with different balances between accuracy and legibility. These alternative solutions can be analyzed by an expert from plots that collect the considered quality criteria. Finally, the solutions selected are interpreted by means of visual modelling that shows the system behaviour in a graphical and compact way, thus helping the expert to take decisions about the market analyzed according to the consumer’s opinions.