

Abstract

Data mining techniques are used by companies to gain competitive advantages. In today's marketplace, they are also used by marketers mainly for personalization of advertising and for maintaining long-term relationship with customers. Progress in knowledge discovery in databases and availability of computational power comes not only with positive impact, but also with challenges. The practical part of the thesis aims to explore and describe data mining techniques applied to e-commerce dataset. Dataset consists of transaction and web analytics data. The goal of experimental application aims to make a selection of users who most probably react to a marketing communication and to identify the factors which influence them. Target segment of users is obtained through the use of data mining technique clustering. The classification model uses decision tree algorithm to predict whether users submit transaction with an accuracy of 75%. The results are useful for optimization of marketing and business strategy.