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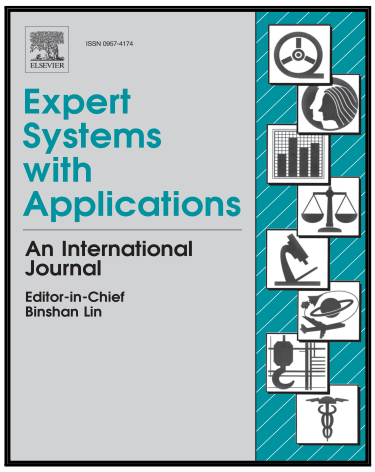

Retail Business Analytics: Customer Visit Segmentation Using Market Basket Data

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Highlights

- Business analytics approach that mines customer visit segments from basket sales data.
- A semi-supervised feature selection approach to adjust product taxonomy tree.
- Clustering is used to identify customer shopping mission based on market basket data.
- Shoppers' buying patterns in terms of product categories characterize customer visits.
- The approach is evaluated by applying it to 38M transactions provided by a retailer.

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