

# Data Mining in the Closed-Loop CRM- Approach for Improving Sustainable Intermodal Mobility

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VERY LARGE  
BUSINESS  
APPLICATIONS

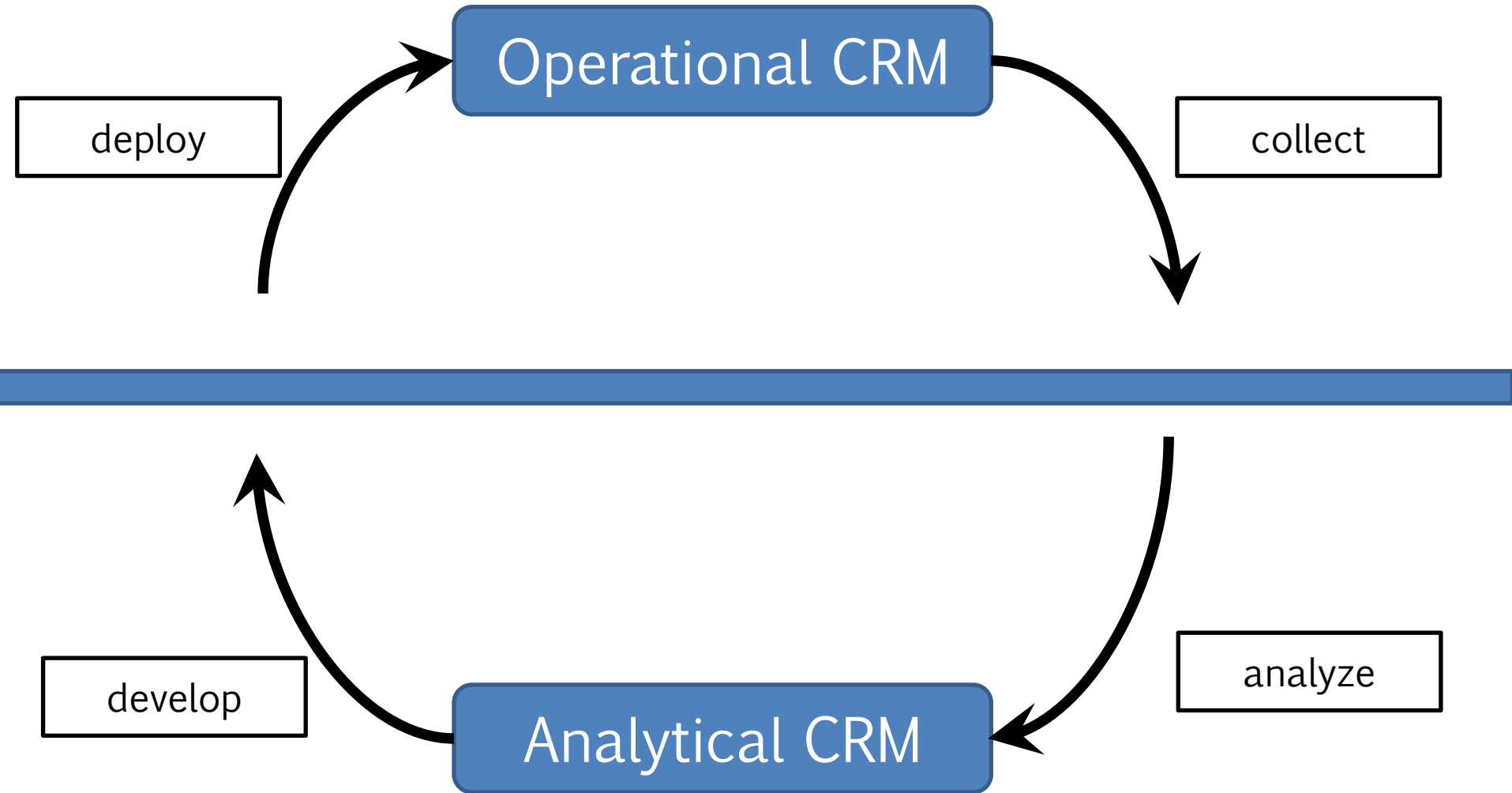
Carl von Ossietzky  
Universität Oldenburg

# changing behaviour

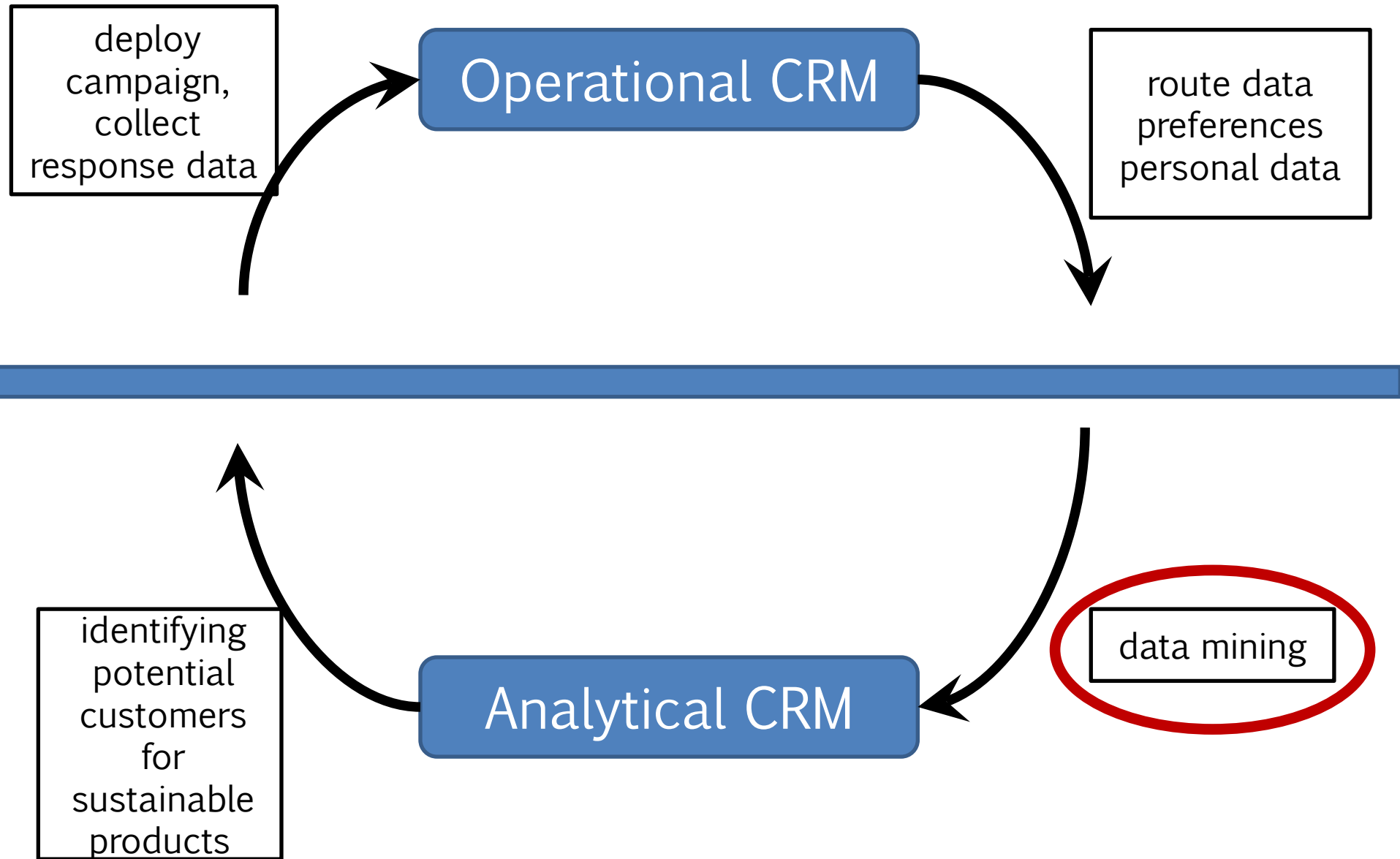
- WHY do I travel?
- HOW do I travel?
- understanding the reasoning behind the „why“ and „how“

 developing a learning relationship

# customer relationship management (crm)



# sustainability crm (use case: mobility)



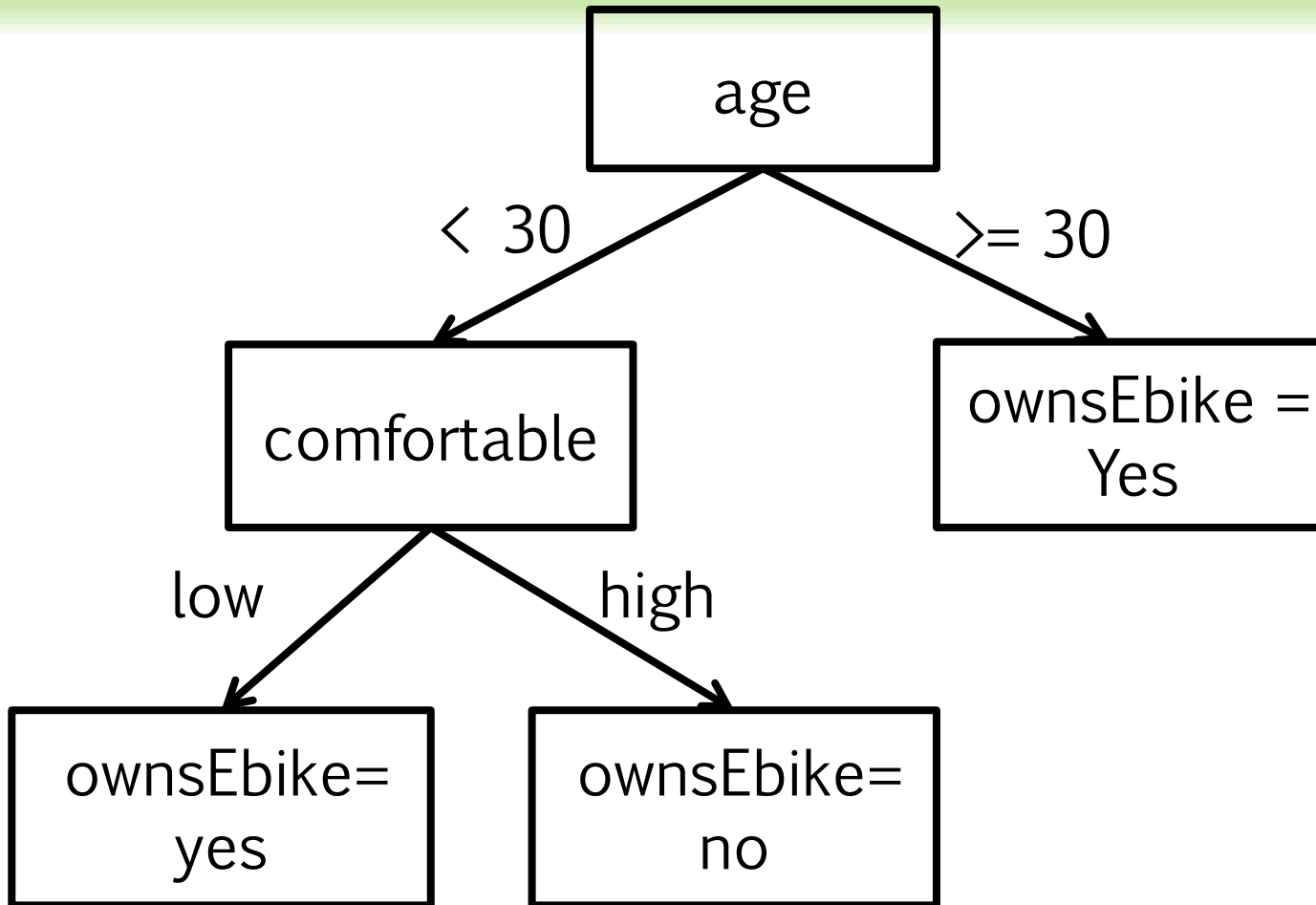
# data mining

handle large amount  
of data

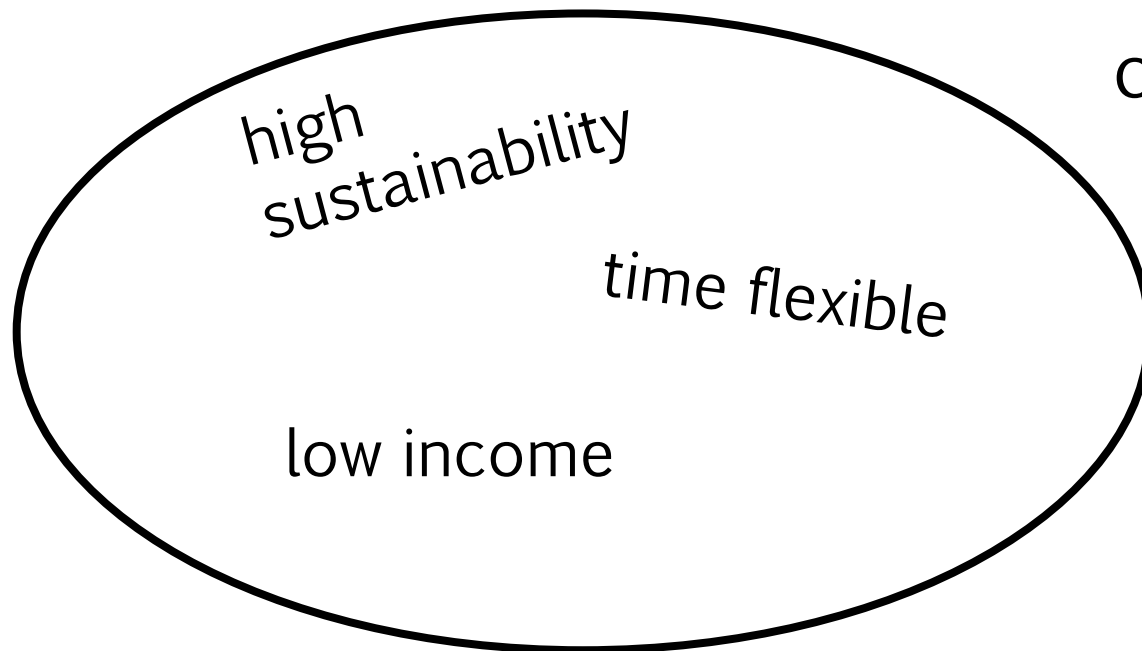
discover hidden  
knowledge

find and describe  
structured patterns

# classification

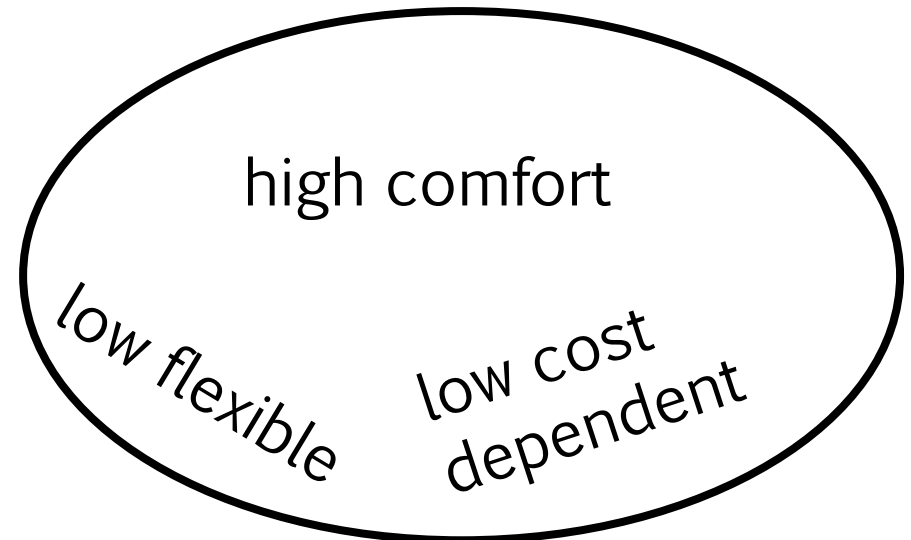


# clustering



cluster 1:

cluster 2:



# association





# conclusion

changing user behaviour



customer relationship management



sustainability crm



data analysis

Questions?

Thank you for your attention.