

Data Processing for Direct Marketing Through Big Data

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ABSTRACT

Traditional marketing performs promotion through various channels such as news in newspapers, radio, etc., but those promotions are aimed at all people, whether or not interested in the product or service being promoted. This method usually leads to high expenses and a low response rate by potential customers. That is why, nowadays, because there is a very competitive market, mass marketing is not safe, hence specialists are focusing efforts on direct marketing. This method studies the characteristics, needs and also selects a group of customers as a target for the promotion. Direct marketing uses predictive modeling from customer data, with the aim of selecting the most likely to respond to promotions. This research proposes a platform for the processing of data flows for target customer selection processes and the construction of required predictive response models.

KEYWORDS

Data stream; WEKA; MOA; SAMOA; Big Data; Direct marketing.