

Web Based Business Marketing By Using Data Mining Concept

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ABSTRACT

The Business marketing involves the decisions related to which the products will be made available at a particular price, may be different price will be charged for the same product as per different market, the marketing manager has to take into account the impact of different factors which are category under the 4 P's to decide marketing for a product ,Price ,Place ,Promotion. Marketing manager should meet the demand from different markets and also match the competition in the market by delivering satisfaction to the customer. Business marketing includes all activities involved in communicating the value of a business's products and services to another business. Now a day's Marketing is most important thing in the world . we have lot of different types of business in industry and we need marketing techniques to improve our sales . we need fully product selling as well as we have to find the data flow and reports that is important to find the particular product sales and purchase in particular area. And to find the exact marketing sales and purchase we need Data mining techniques

Keywords: Google Search Engine , RSA Algorithm.

I. INTRODUCTION

Marketing comprises of Product marketing and Service marketing. Usually the Product marketing consists of product, price, position and support and it is generally used for marketing of substantial goods. Marketing to a business is trying to make a profit (business-to-business marketing)As opposed to an individual for personal use(Business-to-Consumer)is similar in terms Of the fundamental principles of marketing. Therefore marketing manager decides the level of marketing outflow in order to achieve marketing objectives of the firm and after final the market financial plan it is determined that how to divide total marketing budget among various tools in the marketing .

Data mining exist of extract, transform, and load transaction data onto the data warehouse system, accumulate and handle the data in a multidimensional database system, by using application software resolves the data, supply data access to business analysts and information technology professionals, present the data

in a useful format, like a graph or table. Data mining exist the anomaly detection, association, classification, regression, rule learning, summarization and clustering[5].

In this project we are creating one portal for they business marketing. This project for 4 important models are used such as Admin ,User, Third Party, Supplier .In this business marketing Admin own portal that can be Register to the User, Supplier and Third party. In the Business marketing we are using in single website. This project can contain billing section and we can display only Coupon code so that he will get the discount system We are using the SMS System and Email System so we cannot use this system without internet.

We are going to make the Web application were every business person or Every industry can sale there business or marketing their products as well as they will manage data on web application. Modules are Ticket generation, Billing Section,

Coupon System, Sms System, Email System, Content Marketing, and Billing System.

The Project can contain 4 main module that is **Admin , Supplier, User , Third Party**.

II. RELATED WORK

Admin- can manage the data and maintain the database. He can register the user and supplier. He has the authority create Ticket provider. He can Register and store the data in encrypted pattern using RSA Algorithm. The Admin can manage there data mining technique and find the particular data.

Ticket Provider- The TP can Manage the problem statement .He will solve the problem that having the users.TP can collect the problem statement and send the Ticket to particular User.

Supplier- Supplier is Unique Industry person or Business person . The supplier is one of the most important thing in this marketing project.

User- User can be purchase the product to the admin portal .

III. PROPOSED UML CLASS MODEL FOR BUSINESS MARKETING

Admin Section- This Part is contain the complete Registration and the generating the tokens Provider

Product billing can contain the coupon code so that user can get the discount and also supplier can maintain the coupon code percentage .

SMS system will contain the Supplier number and User number so that admin can do messaging and the supplier can do marketing

Email System can use for the officially data management and the maintain the communication.

Content marketing can contain the supplier name and other professional information so that **supplier** can do marketing on the other supplier page or other page of user.

Data Mining concept is most important thing in Project using data management we can manage the database and we can maintain the data. The Data Mining can provide the complete information and manage the structure of database.

The Project will have network **security techniques** that is Data encryption and data decryption so this technique will have RSA algorithms.

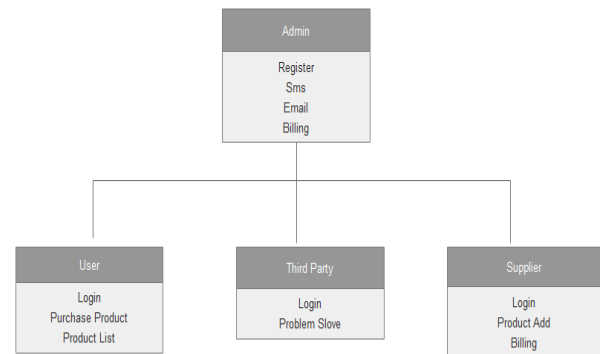


Figure 1. UML Class Model for Business Marketing

IV. CONCLUDING REMARKS

This project a broad vision of Marketing as the main challenges before the Marketing professionals in today's world is to design an optimum marketing which takes think about of both customer's satisfaction and organizational goals Marketing manager should meet the demand from different markets and also match the competition in the market by delivering approval to the customer.

V. FUTURE SCOPE

Marketing is self-motivated and bendable concept. Thus it changes with the change in needs and preferences of the customers and market forces like opposition government policies and marketing circumstances. Multi channel is very helpful to have market distribute for dissimilar products and services.

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