

DATA ANALYSIS SOFTWARE IN MARKETING ACTIVITY OF THE WESTERN ROMANIAN COMPANIES

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For this study, small and medium companies from the western part of the country, dealing with distribution and/or retailing were chosen.

Results are synthesized in the table below:

Data analysis software instrument Company's activity	N	A	B	C	D
Only reselling	%	-	-	46 46,94	24 24,45
Only distribution	%	2 6,25	6 18,75	21 65,62	3 9,38
Distribution/reselling	%	4 3,96	18 17,82	37 36,63	42 41,59

- A** - Data mining specialized software
- B** - Data mining instruments which appears as components inside databases processing applications
- C** - Microsoft® Excel®
- D** - Other working-reports like software applications

As a conclusion, the authors ascertained that companies use, in an overwhelming majority:

- Software application like spreadsheets or working reports for data presentation and analysis, trend estimation and graphic visualization. Spreadsheet applications are cheaper and offer instruments that allow simple multidimensional analysis.
- Databases processing applications, which memorize and work with information extracted from the operational informatics system.

Consequently, the majority of the companies use low-end data analyzing instruments, which offers only simple querying possibilities.

Data mining instruments appears, in most cases, as components of databases processing applications, covering a small part of data analysis activity. Therefore, data mining activity is limited; useful information for management activity is acquired, but not enough to realize efficiently analysis, which can use the entire value of the collected data.

The majority of the companies are not willingly to invest in specific data mining applications. Because of this, they are losing useful information, which allows to better understanding client behavior and market evolution.

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