
Knowledge Discovery in Shopping Path Data

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Abstract. The development of Radio Frequency Identification (RFID) has enabled detailed tracking and electronic recording of customer positions and movements in stores. We give the term Shopping Path Data to time series data on customer movement paths in stores which was obtained this way. This talk describes a model using Shopping Path Data, and explains findings which are useful for in-store marketing as a result of analysis using store experiment data in Japan. Shopping Path Data provides us with new knowledge about customer movement in stores.

Keywords

CUSTOMER MOVEMENT, TIME-SERIES DATA, KNOWLEDGE DISCOVERY