

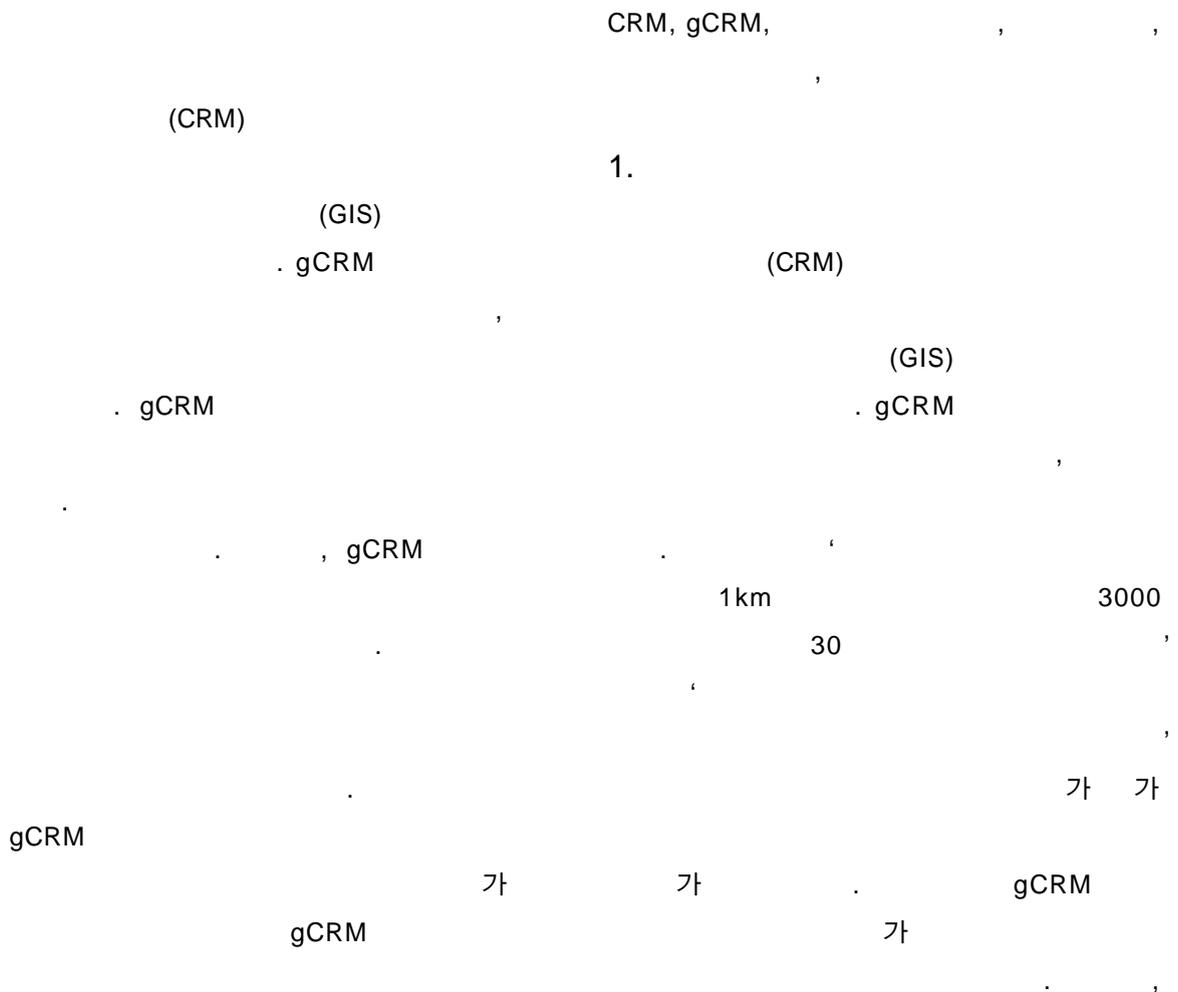
gCRM

(gCRM and Spatial Data Mining)

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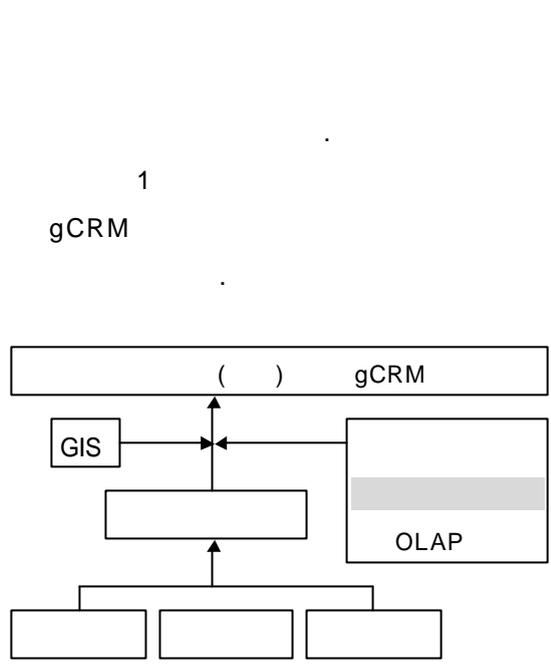
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gCRM
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 gCRM
 , 3
 , 4 gCRM
 [8].
 , gCRM
 , 5
 가

2. gCRM



gCRM
 ,
 gCRM
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 gCRM
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 gCRM
 , 1
 가
 [9] Marzer
 gCRM GIS
 , GEHO(Geo Coding & House
 Holding)

1.
 gCRM
 , [9] gCRM
 [10]
 Terrician GIS
 , CAA(Commercial
 Area Analyzer)
 , [9] GIS
 . [11]
 gCRM gCRM gCRM

1. gCRM

	Marzer	GIS	
	GIS		
	GEHO		
	GIS	(, , ,)	
	GIS	GIS	
	Terrician	GIS	
	CAA		
	Ameritech		
	meineke	가	
	DSS Corp	GIS	
	Microgis Corp		

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gCRM
가 가
3.
gCRM [7].
1 meineke
가 가

2.

'gMining'
[11].

	DBSCAN[2], PAM[3][6], CLARANS[1][3]6
	Neighbors[1][5]
	Spatial decision tree[1][2]
	Pseudo code [2], global trend, local trend[1][5]
	[3]
	<g_close_to, highway17>[2], X Y(80%)[3]

, GIS

CLARANS

k-medoid [6],

가

Single scan [1].

GIS

(Spatial Characterization)

가

(Spatial Classification)

가

가 가

(Spatial Trend

Detection)

2

[3]

2

가

[1].

[3].

[4]

가

gCRM

가

가

[2] [4]

gCRM

gCRM

gCRM

gCRM

neighborhood index

, neighborhood index

neighbors

3 gCRM

cost model

1

가

4. gCRM

3.

gCRM

2

3

gCRM

, gCRM

gCRM

gCRM

가

gCRM

3

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[6].

gCRM

2

3

gCRM

