

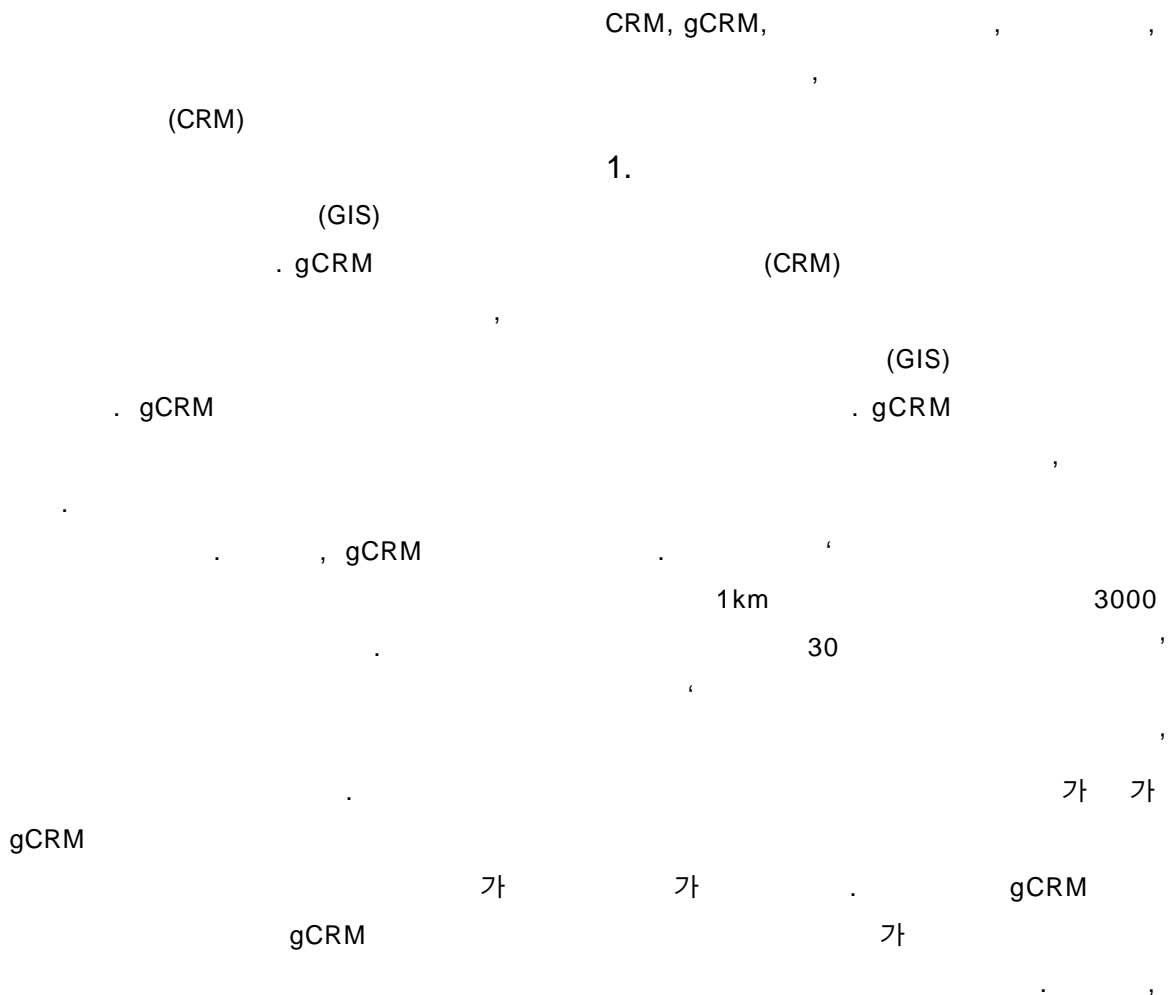
gCRM

(gCRM and Spatial Data Mining)

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2. gCRM

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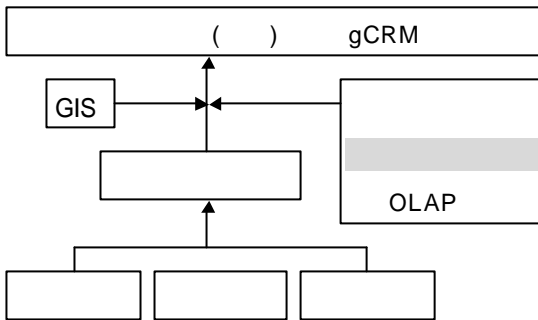
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[9]

Marzer

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GIS

GEHO(Geo Coding & House Holding)

[9]

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[10]

Terrician

GIS

CAA(Commercial Area Analyzer)

CAA(Commercial Area Analyzer)

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GIS

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	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)

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[3]

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[2] [4]

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neighborhood index

, neighborhood index

neighbors

3 gCRM

cost model

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