

DAFTAR SINGKATAN

SINGKATAN	Nama	Pemakaian pertama kali pada halaman
RFM	<i>Recency, Frequency and Monetary</i>	9
CRM	<i>Customer Relationship Management</i>	11
CRISP-DM	<i>Cross-Industry Standart Process Model For Data Mining</i>	14
DBI	<i>Davies Boulding Index</i>	21