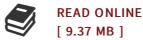# Purchase Prediction from Social Media. Methodology, Limitations & Potentials

By Philipp Güth

GRIN Verlag Aug 2015, 2015. Taschenbuch. Book Condition: Neu. 210x148x2 mm. Neuware - Seminar paper from the year 2014 in the subject Communications - Public Relations, Advertising, Marketing, Social Media, grade: 1.3, University of Heidelberg (Computer Science), course: Seminar - Social Media Network Analysis, language: English, abstract: With a predicted volume of EUR439.7Bn in 2014 in Germany alone, the retail market bears large potential for generating additional revenues from marketing. With the decreasing effectiveness of classical marketing and even relatively new phenomena like online ads it becomes more and more important to find new ways to recommend products to customers. In e-commerce it is generally easier to target specific audiences by for example selecting ad spaces according to thematically fitting web pages. The fundamental difference to classical marketing approaches is the availability of data about the respective customer. Currently the most common approach is to mine frequent item sets from the purchase history of the customer population and recommend products to customers based on what other customers bought. In order to obtain more specific product predictions for a particular customer, more data about the respective customer is needed. It seems like a natural choice to dig for data in the...

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