

3.7. FUZZY-SET ANALYSIS OF THE MOSCOW MARKET OF OUTDOOR ADVERTISING

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On the basis of data mining methods demonstrated interrelation probabilistic and fuzzy-set approaches to the analysis and modeling of revenue in the Moscow's budget from the market of outdoor advertising objects. The technique of linguistic analysis for distribution of the revenue in Moscow's budget in the form of poly-Gaussian approximation of the average shift histogram is presented. Examined content of the main stages of fuzzy inference and clustering of outdoor advertising objects by the revenue criterion using Bayesian classifier and principal components analysis.

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Keywords

Data Mining; Box-Cox transformation; scatter plot; quasi-statistics; Meshalkin's exponentially weighted estimates; linguistic analysis of histogram; EM-algorithm; Bayesian estimators; fuzzy inference; principal component analysis.