

**REVENUE BASE MODEL OF CUSTOMER SEGMENTATION FOR INTERNATIONAL LOGISTIC BUSINESS****DONNAPHA MEEPHOL                      5436440 EGTI / M****M.Sc. (TECHNOLOGY OF INFORMATION SYSTEM MANAGEMENT)****THESIS ADVISORY COMMITTEE: ADISORN LEELASANTITHAM, Ph.D.,  
SUPAPORN KIATTISIN, Ph.D., CHANATHA THONGSUK, Ph.D.****ABSTRACT**

Customer segmentation is usually made by the salesperson who focusing on international business logistic. There are three significant factors that are used for distinguishing customers by category, which are large, medium, and small size businesses. However, the customer segmentation that arises from the decision of salesperson which can be subjective and ambiguous as a result of individual differences in factor prioritization or factor weighting involved in the process of problem solving and decision-making are problematic. This study proposes to establish a decision-making revenue base model for customer segmentation by using a decision tree and the fuzzy logic approach to problem solving. Data which consisted of 1) outbound revenue, 2) inbound revenue, and 3) third party revenue from an international logistic company in Thailand was used as a sample for this experiment, The results of this experiment showed that the decision tree representation model of actual tree with 52 leaves had a validity of 94.44% regarding predictions, while the reliability was 96.9% of ROC (Receiver Operator Characteristic) area. The fuzzy logic representation model showed a validity of 58.15% with a reliability of 71% of ROC area. This provides business with a suitable decision-making model for the salesperson in regards to customer care and meeting arrangements, which leads to more effective sale performance.

**KEY WORDS: DECISION TREE/ FUZZY/LOGISTIC/CUSTOMER SEGMENTATION**

84 pages