

Data classification method and its application in customer classification at Vietin Bank Bac Ninh

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Abstract: This topic focuses on researching and applying data classification methods to solve the customer classification problem at VietinBank Bac Ninh. The article presents the practical context regarding the necessity of the issue, with the goal of building a customer classification system based on machine learning techniques. Through the process of theoretical research and application deployment, the expected results of the topic will make an important contribution to optimizing banking services, improving customer service quality, and increasing the bank's business performance.

Keywords: Data classification, customer classification, machine learning, VietinBank Bac Ninh, classification system