

Assessing Supply Chain Performance through Data Mining Techniques: A Case of Automotive Industry

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Abstract : Providing effective management performance through the whole supply chain is critical issue and hard to applicate. The proper evaluation of integrated data may conclude with accurate information. Analysing the supply chain data through OLAP (On-Line Analytical Processing) technologies may provide multi-angle view of the work and consolidation. In this study, association rules and classification techniques are applied to measure the supply chain performance metrics of an automotive manufacturer in Turkey. Main criteria and important rules are determined. The comparison of the results of the algorithms is presented.

Keywords : supply chain performance, performance measurement, data mining, automotive

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