Abstract

In this competitive world, business becomes highly saturated. Especially, the field of telecommunication faces complex challenges due to a number of vibrant competitive service providers. Therefore it has become very difficult for them to retain existing customers. Since the cost of acquiring new customers is much higher than the cost of retaining the existing customers, it is the time for the telecom industries to take necessary steps to retain the customers to stabilize their market value. This paper explores the application of data mining techniques in predicting likely churners and the impact of attribute selection on identifying the churn. It also compares the efficiency of Decision tree and Neural Network classifiers and lists their performances.

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Index Terms

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Keywords

Churn Prediction; Data Mining; Decision Tree; Neural Network