Abstract

Various algorithms of Data Mining have been used for making distinguish between customers into loyal and churn. Boosting algorithms are iterative studying process that will combines poor classifiers as a way to create a powerful a classifiers.

SVM is utilized for segmentation associated with churn clients. This paper represents the proposed Hybrid approach is an integration of two techniques named random forest and Support Vector Machine(SVM) that have feature of Artificial bee colony (ABC), provides better and accurate results in the prediction of churn customers.

References


Index Terms

Computer Science  Algorithms

Keywords

SVM; Customer churn behavior; artificial bee colony algorithm; Churn customers.