This paper depicts that customer churn prediction has settled as a major research issue with the development of market advancement. The assignment of stir expectation is to distinguish the clients who are professing to move starting with one organization then onto the next. More contenders, new and imaginative plans of action and better administrations are expanding the expense of client securing. In this condition specialist co-ops have understood the significance of the maintenance of existing clients. In this way, suppliers are compelled to put more endeavors for expectation and avoidance of stir. The main intention of this paper is to specify the process of designing the churn prediction model, its application and causes, challenges and problems for designing the model and subsequently, the ways through which the churn rate can be ameliorated.


Index Terms

Computer Science  Information Sciences

Keywords

Customer Churn, Data Mining, Prediction Model, Business Analytics, Machine Learning Algorithms.