Abstract

In order to continue life-sustaining competitive advantage, many organizations focus on maximizing the marketing relationship with their customer lifetime value and customer churn management. In fact, more organizations are realizing that their most valuable resource is their current customer base. In the present study are to go through a database collected from 300 customers, including an insurance company in Iran has been used. In order to check the model presented with a desire to review a decision tree classification methods (C5.0, CART, CHAID, and Quest), Bayesian networks and neural networks will be paid with respect to sample. Survey results can help managers, marketers in this arena is in various industries. Reduction strategies appropriate to offer in this field. The entire paper must be in A4 size and "Moderate" margin

References


**Index Terms**

Computer Science

Artificial Intelligence
Keywords

Data Mining  Classification method  Decision tree  Customer churn  Insurance