

A TWO STEP HYPOTHETICAL CHURN MODELLING AND PREDICTION MODEL

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ABSTRACT

In the age of wireless communication, the term churn is arising due to facility race in mobile phone companies. Churn means the movement of the customer from the existing company for better services which are the migration of customer from one service provider to another. At present the Telecommunication Company or market, the struggle is on their extreme and the products and offerings are more and more analogous. This activity gives a direct loss to the company. In that context, necessary action and step can be taken if the reason behind it or churning may be predicted before leaving the services. So there is a need to understand and simplify the model to deal with churn problem. This paper gives two-step churn prediction model which tries to design a simple methodology to overcome such problem via data mining tools and process.

KEYWORDS: *Churn, Telecommunication, Algorithm, Predicted, Model*