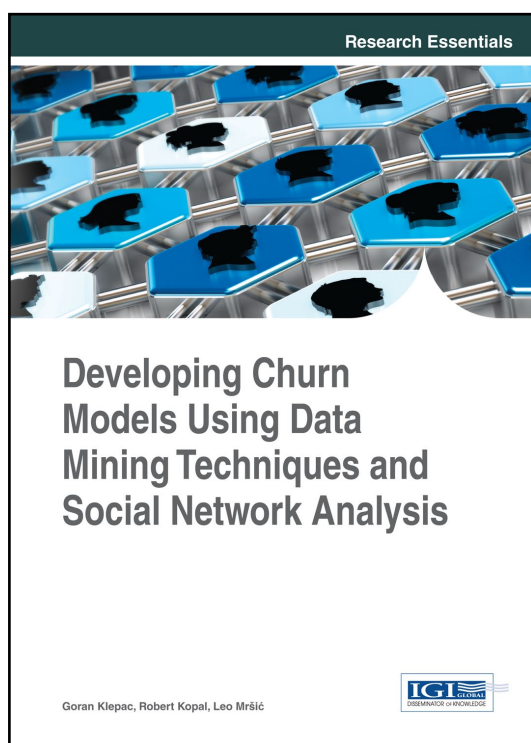


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Developing Churn Models Using Data Mining Techniques and Social Network Analysis



Part of the Research Essentials Collection

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Churn prediction, recognition, and mitigation have become essential topics in various industries. As a means for forecasting and managing risk, further research in this field can greatly assist companies in making informed decisions based on future possible scenarios.

Developing Churn Models Using Data Mining Techniques and Social Network Analysis provides an in-depth analysis of attrition modeling relevant to business planning and management. Through its insightful and detailed explanation of best practices, tools, and theory surrounding churn prediction and the integration of analytics tools, this publication is especially relevant to managers, data specialists, business analysts, academicians, and upper-level students.

Topics Covered:

- Attribute Relevance Analysis
- Behavioral Variables
- Churn Prediction
- Data Sampling
- Predictive Analytics
- Risk Management
- Web Analytics

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Goran Klepac, PhD, University College Professor works as a head of Strategic unit in Sector of credit risk in Raiffeisenbank Austria Inc, Croatia, Europe. In several universities in Croatia, he lectures subjects in domain of data mining, predictive analytics, decision support system, banking risk, risk evaluation models, expert system, database marketing and business intelligence. As a team leader, he successfully finished many data mining projects in different domains like retail, finance, insurance, hospitality, telecommunications, and productions. He is an author/coauthor of several books published in Croatian and English in domain of data mining.



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