

Churn Management In The Telecom Industry Of Pakistan A

Learn how to use customer relationship management (CRM) techniques to give your company an edge in the competitive marketplace. --

This book is published open access under a CC BY 4.0 license. This open access book offers something for everyone working with market segmentation: practical guidance for users of market segmentation solutions; organisational guidance on implementation issues; guidance for market researchers in charge of collecting suitable data; and guidance for data analysts with respect to the technical and statistical aspects of market segmentation analysis. Even market segmentation experts will find something new, including an approach to exploring data structure and choosing a suitable number of market segments, and a vast array of useful visualisation techniques that make interpretation of market segments and selection of target segments easier. The book talks the reader through every single step, every single potential pitfall, and every single decision that needs to be made to ensure market segmentation analysis is conducted as well as possible. All calculations are accompanied not only with a detailed explanation, but also with R code that allows readers to replicate any aspect of

what is being covered in the book using R, the open-source environment for statistical computing and graphics.

Public Transportation Quality of Service: Factors, Models, and Applications is the first book to help researchers better understand the contributing factors that can improve public transportation perception among users. The book compiles in one place metrics currently dispersed in journal articles, government publications and book chapters. It critically analyzes currently available modeling methodologies such as the Ordered Logit/Probit model and Models of Structural Equations, highlighting their advantages and disadvantages. The book addresses models of desired quality, including the views of users and non-users, discussing the gap between desired and perceived quality. The book also examines data mining approaches such as decision trees and neural networks, showing how to involve the public in the decision-making process to create policies that encourage public transport demand. Measuring passenger's views on public transportation is of critical concern to promote wider transit use in cities around the world. Includes insights from both theoretical and practical points of view for both researchers and practitioners Features case studies in each chapter that apply models discussed Helps readers develop and design their own studies for measuring quality of service Shows how to include perceived quality in contracts Provides

access to the survey formulas and data to better enable implementation of models

This book includes papers on intelligent expert systems and sustainability applications in the areas of data science, image processing, wireless communication, risk assessment, healthcare, intelligent social network mining, and energy. The recent growth of sustainability leads to a progressively new era of computing, where its design and deployment leverages significant impact on the intelligent systems research. Moreover, the sustainability technologies can be effectively used in the progressive deployment of various network-enabled technologies like intelligent sensors, smart cities, wearable technologies, robotics, web applications and other such Internet technologies. The thrust of this book is to publish the state-of-the-art research articles that deals with the design, development, implementation and testing of the intelligent expert systems and also to provide an overview of the sustainable management of these systems.

Proceedings of the 2020 International Conference on Multi-model Information Analytics (MMIA2020), Volume 1

The Essential Guide to Telecommunications

Computer Supported Cooperative Work and Social Computing

Factors, Models, and Applications

14th CCF Conference, ChineseCSCW 2019, Kunming, China, August 16–18, 2019, Revised Selected Papers

International Conference, ICICIS 2011, Chongqing, China, January 8-9, 2011. Proceedings

SMEs and Churn – 15 Key Factors Driving Them Away From Operators

The Pacific-Asia Conference on Knowledge Discovery and Data Mining (PAKDD) has been held every year since 1997. PAKDD 2008, the 12th in the series, was held at Osaka, Japan during May 20–23, 2008. PAKDD is a leading international conference in the area of data mining. It provides an international forum for - researchers and industry practitioners to share their new ideas, original research results, and practical development experiences from all KDD-related areas - including data mining, data warehousing, machine learning, databases, statistics, knowledge acquisition, automatic scientific discovery, data visualization, causal induction, and knowledge-based systems. This year we received a total of 312 research papers from 34 countries and regions in Asia, Australia, North America, South America, Europe, and Africa. Every submitted paper was rigorously reviewed by two or three reviewers, discussed by the reviewers under the supervision of an Area Chair, and judged by the Program Committee Chairs. When there was a disagreement, the Area Chair and/or the Program Committee Chairs provided an additional review. Thus, many submissions were reviewed by

four experts. The Program Comm-tee members were deeply involved in a highly selective process. As a result, only approximately 11.9% of the 312 submissions were accepted as long papers, 12.8% of them were accepted as regular papers, and 11.5% of them were accepted as short papers.

This book constitutes the refereed proceedings of the 11th International Conference on Data Warehousing and Knowledge Discovery, DaWak 2009 held in Linz, Austria in August/September 2009. The 36 revised full papers presented were carefully reviewed and selected from 124 submissions. The papers are organized in topical sections on data warehouse modeling, data streams, physical design, pattern mining, data cubes, data mining applications, analytics, data mining, clustering, spatio-temporal mining, rule mining, and OLAP recommendation.

This book presents a CRISP-DM data mining project for implementing a classification model that achieves a predictive performance very close to the ideal model, namely of 99.70%. This model yields such a high accuracy, mainly, due to the proprietary architecture of the machine learning algorithm used. We implement a support vector machine which is improved using multiple techniques existent in the literature. A detailed theoretical explanation is offered regarding support vector machines, learning algorithms and several optimization

algorithms, and each decision taken in building the final architecture is motivated. To demonstrate the predictive performance of our classification model, we use a telecommunications synthetic dataset that contains call details records (CDR) for 3,333 customers, with 21 independent variables and one dependent variable which indicates the past behavior of these customers with respect to churn. This is a generic dataset frequently used in research as a benchmark for testing different architectures of machine learning algorithms proposed for classification. The methodology presented in this book is scalable to datasets that have hundreds of thousands of instances and hundreds or thousands of variables coming from various industries such as telecommunications, finance, astronomy, biotech, marketing, healthcare, and many others, and can be applied to any real world classification problem. With the increasing competition on the market, customer loyalty has become a decisive factor for long-term business profits. At its high, customer loyalty connotes the high entry barriers the competitor faces when entering the market, and it contributes significantly to a reduction of marketing costs. To attract new customers, companies are required to invest a lot of time and money which can result in uncertainties and risks over longer periods of time. The number of loyal customers as a sign of market share is more significant than the total number of customers. More loyal customers translate to high profits. Loyal customers will

continue to purchase or receive the product or service from the same enterprises, and they will be willing to pay higher prices for the quality products and first-class services, thereby increasing sales revenue. Consequently, the focus of many enterprise managers at this point is on marketing management aspects to improve customer loyalty in order to gain the competitive advantage in the face of fierce competition. The importance of customer loyalty has been identified by many researchers and academics in the past years. This importance is also predominant in the telecommunication industry and, consequently, the Nigerian telecom industry. This book attempts to assess and analyze the variables that influence a mobile phone subscriber's loyalty and how Nigerian service providers can enhance this loyalty. The study is based on a survey that uses the quantitative approach. A structured questionnaire was developed and personally administered to a sample of University of Ilorin students across four major GSM operators in the country. Four hundred (400) respondents were sampled through a stratified random sampling. Out of this, three hundred and forty-eight (348) copies of the questionnaire, constituting an 87% response rate, could be used for the analysis. Of the eleven (11) operational factors that were used to assess loyalty of customers in the Nigeria Mobile Telecoms industry, all variables except Brand Image and Service Centre Quality were found to be capable of influencing customer loyalty and also considered as the most

important loyalty variables in the industry. The unavailability of Mobile Number Portability was found to be a prominent factor in tying consumers down to service providers, while the generally low satisfaction with the present state of service delivery in the industry also plays a role. Therefore, the retention which the service providers were able to enjoy can be described as circumstantial. The given recommendations include that the service providers embark upon drives that will reduce dropped calls to a bare minimum, that they improve call quality, and that they develop SMS delivery standards.

Handbook of Research on Advanced Hybrid Intelligent Techniques and Applications

Proceedings of Third ICCNCT 2020

Computer Applications for Database, Education and Ubiquitous Computing International Conferences, EL, DTA and UNESST 2012, Held as Part of the Future Generation Information Technology Conference, FGIT 2012, Gangneung, Korea, December 16-19, 2012. Proceedings

Proceedings of International Conference on Sustainable Expert Systems

India Telecom Weekly Newsletter December 10, 2010

Public Transportation Quality of Service

This cutting-edge reference represents a new phase in the talkRA project-an initiative dedicated to improving the discipline of

revenue assurance (RA) for communication providers. From blog to podcasts and now a book, the project offers a platform for a select group of RA experts to share ideas and best practices in revenue assurance, revenue manag

This book features original papers from the 3rd International Conference on Smart IoT Systems: Innovations and Computing (SSIC 2021), presenting scientific work related to smart solution concepts. It discusses scientific works related to smart solutions concept in the context of computational collective intelligence consisted of interaction between smart devices for smart environments and interactions. Thanks to the high-quality content and the broad range of the topics covered, the book appeals to researchers pursuing advanced studies.

This book gathers high-quality papers presented at the First International Conference on Sustainable Technologies for Computational Intelligence (ICTSCI 2019), which was organized by Sri Balaji College of Engineering and Technology, Jaipur, Rajasthan, India, on March 29–30, 2019. It covers emerging topics in computational intelligence and effective strategies for its implementation in engineering applications.

This book presents the proceedings of the 2020 International Conference on Intelligent Systems Applications in Multi-modal Information Analytics, held in Changzhou, China, on June 18–19, 2020. It provides comprehensive coverage of the latest advances and trends in information technology, science and engineering. It addresses a number of broad themes, including data mining, multi-modal informatics, agent-based and multi-agent systems for health and education informatics, which inspire the development of intelligent information technologies. The contributions cover a wide range of topics such as AI applications and innovations in health and education informatics; data and knowledge management; multi-modal application management; and web/social media mining for multi-modal informatics. Outlining promising future research directions, the book is a valuable resource for students, researchers and professionals, and a useful reference guide for newcomers to the field.

SUPPORT VECTOR MACHINES FOR CHURN PREDICTION IN THE MOBILE TELECOMMUNICATIONS INDUSTRY

Application of Intelligent Systems in Multi-modal Information Analytics

Proceedings of Sixth International Congress on Information and
Communication Technology

Models for All Marketers

Selected Papers from the Eleventh International Baltic
Conference, DB&IS 2014

Hands-On Machine Learning with R

8th International Conference, ADMA 2012, Nanjing, China,
December 15-18, 2012, Proceedings

“Annabel Dodd has cogently untangled the wires and switches and technobabble of the telecommunications revolution and explained how the introduction of the word ‘digital’ into our legislative and regulatory lexicon will affect consumers, companies and society into the next millennium.” - United States Senator Edward J. Markey of Massachusetts; Member, U.S. Senate Subcommittee on Communications, Technology, Innovation, and the Internet “Annabel Dodd has a unique knack for explaining complex technologies in understandable ways. This latest revision of her book covers the rapid changes in the fields of broadband, cellular, and streaming technologies; newly developing 5G networks; and the constant changes happening in both wired and wireless networks. This book is a must-read for anyone who wants to understand the rapidly evolving world of telecommunications in the 21st century!” - David Mash, Retired Senior Vice President for Innovation, Strategy, and Technology, Berklee College of Music

Completely updated for current trends and technologies, The Essential Guide to Telecommunications, Sixth Edition, is the world's top-selling, accessible guide to the fast-changing global telecommunications industry. Writing in easy-to-understand language, Dodd demystifies today's most significant technologies, standards, architectures, and trends. She introduces leading providers worldwide, explains where they fit in the marketplace, and reveals their key strategies. New topics covered in this edition include: LTE Advanced and 5G wireless, modern security threats and countermeasures, emerging applications, and breakthrough techniques for building more scalable, manageable networks. Gain a practical understanding of modern cellular, Wi-Fi, Internet, cloud, and carrier technologies Discover how key technical, business, and regulatory innovations are changing the industry See how streaming video, social media, cloud computing, smartphones, and the Internet of Things are transforming networks Explore growing concerns about security and privacy, and review modern strategies for detecting and mitigating network breaches Learn how Software Defined Networks (SDN) and Network Function Virtualization (NFV) add intelligence to networks, enabling automation, flexible configurations, and advanced networks Preview cutting-edge, telecom-enabled applications and gear-from mobile payments to drones Whether you're an aspiring network engineer looking for a broad understanding of the industry, or a salesperson, marketer, investor, or customer, this indispensable guide provides everything you need to know about telecommunications right now. This new edition is ideal for

both self-study and classroom instruction. Register your product for convenient access to downloads, updates, and/or corrections as they become available.

"This multiple-volume publications exhibits the most up-to-date collection of research results and recent discoveries in the transfer of knowledge access across the globe"--Provided by publisher.

"This book explores expanding business opportunities with information systems and analytics. It also examines how the demand for the integration of all resources, managerial principles, processes and people development fit in the theoretical base of information systems"--

Hands-on Machine Learning with R provides a practical and applied approach to learning and developing intuition into today's most popular machine learning methods. This book serves as a practitioner's guide to the machine learning process and is meant to help the reader learn to apply the machine learning stack within R, which includes using various R packages such as glmnet, h2o, ranger, xgboost, keras, and others to effectively model and gain insight from their data. The book favors a hands-on approach, providing an intuitive understanding of machine learning concepts through concrete examples and just a little bit of theory. Throughout this book, the reader will be exposed to the entire machine learning process including feature engineering, resampling, hyperparameter tuning, model evaluation, and interpretation. The reader will be exposed to powerful algorithms such as regularized regression, random forests, gradient boosting machines, deep learning, generalized low rank models, and more! By

favoring a hands-on approach and using real word data, the reader will gain an intuitive understanding of the architectures and engines that drive these algorithms and packages, understand when and how to tune the various hyperparameters, and be able to interpret model results. By the end of this book, the reader should have a firm grasp of R's machine learning stack and be able to implement a systematic approach for producing high quality modeling results.

Features: · Offers a practical and applied introduction to the most popular machine learning methods. · Topics covered include feature engineering, resampling, deep learning and more. · Uses a hands-on approach and real world data.

Mobile Telecommunication Customer Loyalty in Nigeria: Determining Factors

New Trends in Computational Collective Intelligence

Proceedings of SSIC 2021

Volume 1

2020 5th International Conference on Mechanical, Control and Computer Engineering (ICMCCE)

Intelligent Computing and Information Science

The science and strategy of customer retention

This book constitutes the refereed proceedings of the 8th International Conference on Advanced Data Mining and Applications, ADMA 2012, held in Nanjing, China, in December 2012. The 32 regular papers and 32 short papers

presented in this volume were carefully reviewed and selected from 168 submissions. They are organized in topical sections named: social media mining; clustering; machine learning: algorithms and applications; classification; prediction, regression and recognition; optimization and approximation; mining time series and streaming data; Web mining and semantic analysis; data mining applications; search and retrieval; information recommendation and hiding; outlier detection; topic modeling; and data cube computing.

Control systems Automatic control Power generation control Automatic generation control Control engineering Mechanical variables control Thermomechanical processes Computers and information processing Computer applications Approximate computing Computer aided instruction Computer aided analysis Learning management systems Mathematics computing Medical information systems Power system analysis computing Computer architecture Data structures Computer interfaces Computer ports Computer networks Computer network management Computer science Parallel programming Data handling Data integrity Data processing Data analysis Digital preservation This book is a collection of peer-reviewed best selected research papers presented at 3rd International Conference on Computer Networks and Inventive Communication Technologies (ICCNCT 2020). The book covers new results in

theory, methodology, and applications of computer networks and data communications. It includes original papers on computer networks, network protocols and wireless networks, data communication technologies, and network security. The proceedings of this conference is a valuable resource, dealing with both the important core and the specialized issues in the areas of next generation wireless network design, control, and management, as well as in the areas of protection, assurance, and trust in information security practice. It is a reference for researchers, instructors, students, scientists, engineers, managers, and industry practitioners for advance work in the area.

Telecom Churn Management The Golden Opportunity Apdg Pub

Nonlinear Estimation and Classification

Concepts, Methodologies, Tools, and Applications

Understanding It, Doing It, and Making It Useful

11th International Conference, DaWaK 2009 Linz, Austria, August

31-September 2, 2009 Proceedings

Data Warehousing and Knowledge Discovery

Smart Systems: Innovations in Computing

Second International Conference, CICBA 2018, Kalyani, India, July 27–28,

2018, Revised Selected Papers, Part I

Researchers in many disciplines face the formidable task of analyzing massive amounts of high-dimensional and highly-structured data. This is due in part to recent advances in data collection and computing technologies. As a result, fundamental statistical research is being undertaken in a variety of different fields. Driven by the complexity of these new problems, and fueled by the explosion of available computer power, highly adaptive, non-linear procedures are now essential components of modern "data analysis," a term that we liberally interpret to include speech and pattern recognition, classification, data compression and signal processing. The development of new, flexible methods combines advances from many sources, including approximation theory, numerical analysis, machine learning, signal processing and statistics. The proposed workshop intends to bring together eminent experts from these fields in order to exchange ideas and forge directions for the future.

With the ever-growing power of generating, transmitting, and collecting huge amounts of data, information overload is now an imminent problem to mankind. The overwhelming demand for information processing is not just about a better understanding of data, but also a better usage of data in a timely fashion. Data mining, or knowledge discovery from databases, is proposed to gain insight into aspects of data and to help people make informed, sensible, and better decisions. At present, growing attention has been paid to the study, development, and application of data mining. As a result there is an urgent need for sophisticated techniques and tools that can handle new fields of data

mining, e. g. , spatial data mining, biomedical data mining, and mining on high-speed and time-variant data streams. The knowledge of data mining should also be expanded to new applications. The 6th International Conference on Advanced Data Mining and Applications (ADMA2010) aimed to bring together the experts on data mining throughout the world. It provided a leading international forum for the dissemination of original research results in advanced data mining techniques, applications, algorithms, software and systems, and different applied disciplines. The conference attracted 361 online submissions from 34 different countries and areas. All full papers were peer reviewed by at least three members of the Program Committee composed of international experts in data mining fields. A total number of 118 papers were accepted for the conference. Amongst them, 63 papers were selected as regular papers and 55 papers were selected as short papers.

This book presents best selected papers presented at the First Global Conference on Artificial Intelligence and Applications (GCAIA 2020), organized by the University of Engineering & Management, Jaipur, India, during 8–10 September 2020. The proceeding will be targeting the current research works in the domain of intelligent systems and artificial intelligence.

This book is composed of a selection of articles from The 2021 World Conference on Information Systems and Technologies (WorldCIST'21), held online between 30 and 31 of March and 1 and 2 of April 2021 at Hangra de Heroismo, Terceira Island, Azores, Portugal. WorldCIST is a global forum for researchers and practitioners to present and

discuss recent results and innovations, current trends, professional experiences and challenges of modern information systems and technologies research, together with their technological development and applications. The main topics covered are: A) Information and Knowledge Management; B) Organizational Models and Information Systems; C) Software and Systems Modeling; D) Software Systems, Architectures, Applications and Tools; E) Multimedia Systems and Applications; F) Computer Networks, Mobility and Pervasive Systems; G) Intelligent and Decision Support Systems; H) Big Data Analytics and Applications; I) Human–Computer Interaction; J) Ethics, Computers & Security; K) Health Informatics; L) Information Technologies in Education; M) Information Technologies in Radiocommunications; N) Technologies for Biomedical Applications.

Handbook of Research on Expanding Business Opportunities with Information Systems and Analytics

Computer Networks and Inventive Communication Technologies

The Golden Opportunity

Proceedings of First Global Conference on Artificial Intelligence and Applications (GCAIA 2020)

Networking and Telecommunications: Concepts, Methodologies, Tools, and Applications ICICT 2021, London, Volume 4

For the past quarter-century the Telecom industry in the US has been a veritable laboratory of

business and marketing practice. The truth of such well-known ideas as "Creative Destruction" are being borne out as companies rise and fall in wave after wave of innovation, while the limits of others, such as product bundling, are also demonstrated every day. The result has been a Wild West of marketing activity that only intensifies as the changes continue. Intense competition is forcing prices down and will certainly eventually lead to the destruction of several large household-word telecom companies. Who will survive? Industry expert Arthur Middleton Hughes explains what these Telecom enterprises can do to continue to exist. Their salvation rests not in their technologies, Hughes explains, but in their marketing strategies. In highly readable, everyday language, Hughes provides a strategic marketing map for every player in the industry, showing how to apply sophisticated marketing tools to each industry sector and each technology.

"This book provides original, in-depth, and innovative articles on telecommunications policy, management, and business applications"--Provided by publisher.

This two-volume set (CCIS 134 and CCIS 135) constitutes the refereed proceedings of the International Conference on Intelligent Computing and Information Science, ICICIS2011, held in Chongqing, China, in January 2011. The 226 revised full papers presented in both volumes, CCIS 134 and CCIS 135, were carefully reviewed and selected from over 600 initial submissions. The papers provide the reader with a broad overview of the latest advances in the field of intelligent computing and information science.

This book consists of 20 chapters in which the authors deal with different theoretical and practical aspects of new trends in Collective Computational Intelligence techniques. Computational Collective

Intelligence methods and algorithms are one the current trending research topics from areas related to Artificial Intelligence, Soft Computing or Data Mining among others. Computational Collective Intelligence is a rapidly growing field that is most often understood as an AI sub-field dealing with soft computing methods which enable making group decisions and processing knowledge among autonomous units acting in distributed environments. Web-based Systems, Social Networks, and Multi-Agent Systems very often need these tools for working out consistent knowledge states, resolving conflicts and making decisions. The chapters included in this volume cover a selection of topics and new trends in several domains related to Collective Computational Intelligence: Language and Knowledge Processing, Data Mining Methods and Applications, Computer Vision, and Intelligent Computational Methods. This book will be useful for graduate and PhD students in computer science as well as for mature academics, researchers and practitioners interested in the methods and applications of collective computational intelligence in order to create new intelligent systems.

*A Saudi Telecom Company (STC) Case Study Competing in the Saudi Telecommunication Market
Telecom Churn Management*

Revenue Assurance

Customer Retention and Churn Management in Saudi Arabia

Churn Prediction in Telecommunication-fuzzy Decision Trees and Pattern Trees

Customer Churn Reduction and Retention for Telecoms

Market Segmentation Analysis

At the heart of any mobile operator's marketing department efforts is the goal of driving down churn. A segment that is relatively ignored by telecoms - small to medium enterprises (SMEs) - have their own unique set of reasons for churning, reasons which need to be explored then addressed with the right solutions. In this article, we highlight the key 15 factors which drive SMEs to churn...

Databases and information systems are the backbone of modern information technology and are crucial to the IT systems which support all aspects of our everyday life; from government, education and healthcare, to business processes and the storage of our personal photos and archives. This book presents 22 of the best revised papers accepted following stringent peer review for the 11th International Baltic Conference on Databases and Information Systems (Baltic DB&IS 2014), held in Tallinn, Estonia, in June 2014. The conference provided a forum for the exchange of scientific achievements between the research communities of the Baltic countries and the rest of the world in the area of databases and information systems, bringing together researchers, practitioners and Ph.D. students from many countries. The subject areas covered at the conference focused on big data processing, data warehouses, data integration and services, data and knowledge management, e-government, as well as e-services and e-learning. Telecom Churn Management, The Golden Opportunity explains how and

why churn is managed today. It discusses the Tele-centric (Customer Centric Telecommunications) model for customer management. The book provides the key Analytics that can give your company the competitive advantage. The key first step is recombinant segmentation (identification). Using extended behavioral segmentation (categorization), carriers can produce a customer value function (valuation). Churn models and indexes can be used to determine the projected churn rates (Anticipation). Using key metrics and a WAR Gameboard, the profit levels for customers can be evaluated and maximized. Managers of successful telecom service providers need to understand why customers leaving and what makes telecom churn so special. Successful telecom managers have developed churn management strategies to help them making wise churn investment decisions that give them quick and effective churn response options. By understanding that customers have key telecom consumer shopping cycles and response models, churn management can be turned into an operational perspective. It is a well-known fact that telecommunication technology and services are continually changing. Industry veteran Rob Mattison shares his expertise typical interconnection arrangements for public and private telephone systems, data networks, inter-exchange systems, wireless, billing and customer care systems. If there were one book you could use to help understand and develop and telecom churn management programs, "Telecom Churn

Management" is the best choice.

Conventional computational methods, and even the latest soft computing paradigms, often fall short in their ability to offer solutions to many real-world problems due to uncertainty, imprecision, and circumstantial data. Hybrid intelligent computing is a paradigm that addresses these issues to a considerable extent. The Handbook of Research on Advanced Hybrid Intelligent Techniques and Applications highlights the latest research on various issues relating to the hybridization of artificial intelligence, practical applications, and best methods for implementation. Focusing on key interdisciplinary computational intelligence research dealing with soft computing techniques, pattern mining, data analysis, and computer vision, this book is relevant to the research needs of academics, IT specialists, and graduate-level students.

***Trends and Applications in Information Systems and Technologies
Handbook of Research on Telecommunications Planning and Management
for Business***

***6th International Conference, ADMA 2010, Chongqing, China, November
19-21, 2010, Proceedings, Part II***

Computational Intelligence, Communications, and Business Analytics

Building Data Mining Applications for CRM

Fighting Churn with Data

Advanced Data Mining and Applications

Definitive guide to customer loyalty, its diagnosis, management, and improvement available to the telecommunications professional. Industry veteran, Rob Mattison, shares his expertise. The book explains tools and techniques for a coherent telecom business strategy. It is a very readable text that communicates the core ideas effectively. Highly recommended for telecom execs.

The beating heart of any product or service business is returning clients. Don't let your hard-won customers vanish, taking their money with them. In *Fighting Churn with Data* you'll learn powerful data-driven techniques to maximize customer retention and minimize actions that cause them to stop engaging or unsubscribe altogether.

Summary The beating heart of any product or service business is returning clients. Don't let your hard-won customers vanish, taking their money with them. In *Fighting Churn with Data* you'll learn powerful data-driven techniques to maximize customer retention and minimize actions that cause them to stop engaging or unsubscribe altogether. This hands-on guide is packed with techniques for converting raw data into measurable metrics, testing hypotheses, and presenting findings that are easily understandable to non-technical decision makers. Purchase of the print book includes free eBook in PDF, Kindle, and ePub formats from Manning Publications. About the technology Keeping customers active and engaged is essential for any business that relies on recurring revenue and repeat sales. Customer turnover—or “churn”—is costly, frustrating, and preventable. By applying the techniques in this book, you can identify

the warning signs of churn and learn to catch customers before they leave. About the book *Fighting Churn with Data* teaches developers and data scientists proven techniques for stopping churn before it happens. Packed with real-world use cases and examples, this book teaches you to convert raw data into measurable behavior metrics, calculate customer lifetime value, and improve churn forecasting with demographic data. By following Zuora Chief Data Scientist Carl Gold's methods, you'll reap the benefits of high customer retention. What's inside

- Calculating churn metrics
- Identifying user behavior that predicts churn
- Using churn reduction tactics with customer segmentation
- Applying churn analysis techniques to other business areas
- Using AI for accurate churn forecasting

About the reader For readers with basic data analysis skills, including Python and SQL. About the author Carl Gold (PhD) is the Chief Data Scientist at Zuora, Inc., the industry-leading subscription management platform.

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This book constitutes the refereed proceedings of the 14th CCF Conference on

Computer Supported Cooperative Work and Social Computing, ChineseCSCW 2019, held in Kunming, China, in August 2019. The 52 revised full papers and 10 short papers were carefully reviewed and selected from 169 submissions. The papers of this volume are organized in topical sections on: collaborative models, approaches, algorithms, and systems; social computing (online communities, crowdsourcing, recommendation, sentiment analysis, etc.); AI for CSCW and social computing.

Customer acquisition and retention a concern for all industries, but it is particularly acute in the strongly competitive and now broadly liberalized telecommunications industry. In the last couple of years telecom churn has become a key lever with direct impact on revenues and performance in both emerging and mature markets. Churn management is the concept of identifying those customers who are intending to move their custom to a competing service provider. Once identified, these customers can be targeted with proactive marketing campaigns for retention efforts. Many techniques have emerged for the purpose of prediction churn in general and specific for the purpose of predicting churn in telecom. It is clear that it is not enough to produce a churn prediction model only it is very necessary to fully understand the underlying reasons driving churn. What is needed are models that not only predict but give an understanding of the root causes of churn. The aim of this thesis is to identify the most suitable linguistic model for churn prediction in the wireless telecommunication industry in order not only to identify customers with the intention of churning but also to seek

the root causes of their churn. This will be done by identifying the attributes that affect churn in telecoms and two prediction models for the problem specified – Fuzzy Decision Trees and Pattern Trees.

Proceedings of ICTSCI 2019

Advances in Knowledge Discovery and Data Mining

Applications of Artificial Intelligence in Engineering

Databases and Information Systems VIII

First International Conference on Sustainable Technologies for Computational Intelligence

Expert Opinions for Communications Providers

The Telco Churn Management Handbook

The two volume set CCIS 1030 and 1031 constitutes the refereed proceedings of the Second International Conference on Computational Intelligence, Communications, and Business Analytics, CICBA 2018, held in Kalyani, India, in July 2018. The 76 revised full papers presented in the two volumes were carefully reviewed and selected from 240 submissions. The papers are organized in topical sections on computational intelligence; signal processing and communications; microelectronics, sensors, and intelligent networks; data science & advanced data analytics; intelligent data mining & data warehousing; and computational forensics (privacy and security).

This volume constitutes the refereed proceedings of the International Conferences, EL, DTA and UNESST 2012, held as part of the Future Generation Information Technology Conference, FGIT

2012, Kangwondo, Korea, in December 2012. The papers presented were carefully reviewed and selected from numerous submissions and focus on the various aspects of education and learning, database theory and application and u- and e-service, science and technology.

ICSES 2020

12th Pacific-Asia Conference, PAKDD 2008 Osaka, Japan, May 20-23, 2008 Proceedings