

Customer Churn Analysis in Telecommunication Industry Using Data Mining Approach

Authors : Burcu Oralhan, Zeki Oralhan, Nilsun Sariyer, Kumru Uyar

Abstract : Data mining has been becoming more and more important and a wide range of applications in recent years. Data mining is the process of find hidden and unknown patterns in big data. One of the applied fields of data mining is Customer Relationship Management. Understanding the relationships between products and customers is crucial for every business. Customer Relationship Management is an approach to focus on customer relationship development, retention and increase on customer satisfaction. In this study, we made an application of a data mining methods in telecommunication customer relationship management side. This study aims to determine the customers profile who likely to leave the system, develop marketing strategies, and customized campaigns for customers. Data are clustered by applying classification techniques for used to determine the churners. As a result of this study, we will obtain knowledge from international telecommunication industry. We will contribute to the understanding and development of this subject in Customer Relationship Management.

Keywords : customer churn analysis, customer relationship management, data mining, telecommunication industry

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