

## Case Study Analysis for Driver's Company in the Transport Sector with the Help of Data Mining

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**Abstract :** With this study, we used data mining as a new alternative of the solution to evaluate the comments of the customers in order to find a pattern that helps us to determine some behaviors to reduce the deactivation of the partners of the LEVEL app. In one of the greatest business created in the last times, the partners are being affected due to an internal process that compensates the customer for a bad experience, but these comments could be false towards the driver, that's why we made an investigation to collect information to restructure this process, many partners have been disassociated due to this internal process and many of them refuse the comments given by the customer. The main methodology used in this case study is the observation, we recollect information in real time what gave us the opportunity to see the most common issues to get the most accurate solution. With this new process helped by data mining, we could get a prediction based on the behaviors of the customer and some basic data recollected such as the age, the gender, and others; this could help us in future to improve another process. This investigation gives more opportunities to the partner to keep his account active even if the customer writes a message through the app. The term is trying to avoid a recession of drivers in the future offering improving in the processes, at the same time we are in search of stablishing a strategy which benefits both the app's managers and the associated driver.

**Keywords :** agent, driver, deactivation, rider

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