Accepted Manuscript

A comparative analysis of data preparation algorithms for customer churn prediction: A case study in the telecommunication industry

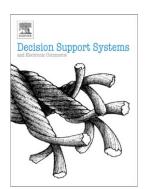
Kristof Coussement, Stefan Lessmann, Geert Verstraeten

PII: S0167-9236(16)30202-0 DOI: doi: 10.1016/j.dss.2016.11.007

Reference: DECSUP 12790

To appear in: Decision Support Systems

Received date: 12 April 2016 Revised date: 24 November 2016 Accepted date: 27 November 2016



Please cite this article as: Kristof Coussement, Stefan Lessmann, Geert Verstraeten, A comparative analysis of data preparation algorithms for customer churn prediction: A case study in the telecommunication industry, *Decision Support Systems* (2016), doi: 10.1016/j.dss.2016.11.007

This is a PDF file of an unedited manuscript that has been accepted for publication. As a service to our customers we are providing this early version of the manuscript. The manuscript will undergo copyediting, typesetting, and review of the resulting proof before it is published in its final form. Please note that during the production process errors may be discovered which could affect the content, and all legal disclaimers that apply to the journal pertain.

ACCEPTED MANUSCRIPT

A Comparative Analysis of Data Preparation Algorithms for Customer Churn Prediction: A Case Study in the Telecommunication Industry

Kristof Coussement⁺, Stefan Lessmann[£] and Geert Verstraeten[°]

⁺IESEG School of Management, Université Catholique de Lille (LEM, UMR CNRS 9221),

Department of Marketing, 3 Rue de la Digue, F-59000, Lille, France

[£]Humboldt-University of Berlin, Unter den Linden 6, D-10099 Berlin, Germany

[°]Python Predictions, Avenue R. Van den Driessche 9, B-1150, Brussels, Belgium

Corresponding author: Kristof Coussement, 3 Rue de la Digue, F-59000 Lille (France),

K.Coussement@ieseg.fr, Tel.:+33320545892

Download English Version:

https://daneshyari.com/en/article/4972440

Download Persian Version:

https://daneshyari.com/article/4972440

<u>Daneshyari.com</u>