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On the Operational Efficiency of Different Feature Types for Telco Churn Prediction

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Highlights

- We address the question of operational efficiency for telecom churn prediction.
- We devise a novel feature type classification.
- We develop a novel, reusable method for identifying optimal solutions.
- We perform trade-off analysis on two datasets and discuss the obtained results.
- Our findings are valuable for churn prediction planning/early-stage modelling.

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