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A social model based on customers' profiles for analyzing the churning process in the mobile market of data plans

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***Highlights (for review)**

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Highlights

- We use an Agent-Based Model to analyze the churning process.
- The model uses demographic and psychographic features.
- The model uses usage profiles according to the users' social behavior.
- We consider users' profiles and homophily to create social connections.
- We show that customers with greater tendency to churn due to the influence of their social networks can be identified better.