

Accepted Manuscript

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

Marcos Postigo-Boix, José L. Melús-Moreno

PII: S0378-4371(17)31372-9
DOI: <https://doi.org/10.1016/j.physa.2017.12.121>
Reference: PHYSA 19051

To appear in: *Physica A*

Received date: 30 June 2017

Revised date: 22 November 2017

Please cite this article as: M. Postigo-Boix, J.L. Melús-Moreno, A social model based on customers' profiles for analyzing the churning process in the mobile market of data plans, *Physica A* (2018), <https://doi.org/10.1016/j.physa.2017.12.121>

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.



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

Marcos Postigo-Boix^{*}, José L. Melús-Moreno

Department of Telematics Engineering, Universitat Politècnica de Catalunya, 08034
Barcelona, Spain

marcos.postigo@entel.upc.edu and teljmm@entel.upc.edu

^{*}Corresponding author

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.

Download English Version:

<https://daneshyari.com/en/article/7376053>

Download Persian Version:

<https://daneshyari.com/article/7376053>

[Daneshyari.com](https://daneshyari.com)