[Customer Churn Prediction Modelling Based on Behavioural Patterns Analysis using Deep Learning:](#)

This paper presents a comprehensive approach to predicting customer churn in the telecom industry using deep learning techniques. It reviews existing research on churn prediction, and highlights the importance of churn prediction and the challenges associated with it. The proposed methodology involves data preprocessing, feature extraction, and building an Artificial Neural Network (ANN) for churn prediction. The paper concludes by emphasizing the importance of churn prediction and how the proposed model can assist organizations in retaining customers and improving revenue.

[Effective ML Techniques to Predict Customer Churn:](#)

"The Effective ML Techniques to Predict Customer Churn" paper discusses various ML methods used in predicting customer churn. It emphasizes the importance of retaining existing customers for a company's growth and highlights the challenges posed by customer churn. The paper outlines a four-step workflow for customer churn prediction that includes feature selection, dimensionality reduction, handling class imbalance, and experimentation with models and frameworks. The paper evaluates model performance using several metrics tailored to churn prediction, including sensitivity, specificity, precision, and F1 score.

[Customer Churn Prediction Using Data Mining Techniques for an Iranian Payment Application:](#)

The paper "Customer Churn Prediction Using Data Mining Techniques for an Iranian Payment Application" discusses the importance of accurate customer churn prediction (CCP) for businesses in the context of CRM and data-driven marketing. The study used ensemble learning algorithms to address the challenge of imbalanced distribution of churners in CCP. Results indicate that ensemble models, particularly the bagging version of Decision Tree, outperformed other algorithms in predicting customer churn. The research underscores the importance of accurate churn prediction for business success and profitability.