SOCIAL AND BUSINESS IMPACT BENEFIT FOR SOCIETY PREDICTION OF TELECOMMUNICATION CUSTOMER CHURN

- Social network analysis method are being used in the telecommunication industry to predict customer churn with great success.
- The competitive land scape of these companies,which customer have many provide to choose from and can easily switch provide should they become unhappy.
- Social network analytics has become a substantial addition to this field,as studies show that,when the customer datasets contain network features in addition to customer attributes.
- The network features are extracted from call networks and encapsulate both calling behaviour and interaction between customers.
- Social network analytics and its application with graph theory can be very useful.
- Social network analytics set out one of the possible application of data mining in telecommunications.
- A social network is a set of nodes that are connected by a set of relationship.
- The system presented in is able to overcome the limitation of social-network based approach that require knowing which customer have churned recently.
- Reach more customers who prefer goods and services that create social value.
- Improves worker's productivity through responsible social management.
- The goal of impact assessment is to bring about a more ecologically.socio -culturally and economically sustainable and equitable environment.