Literature study of prediction of telecom Customer churn

Abstract:

➢ Bingquan Huang says that the experimental results show that the new features with the six modelling techniques are more effective than the existing ones for customer churn prediction in the telecommunication service field.

➢ Adnan Amin says that Customer churn is a critical and challenging problem affecting business and industry, in particular, the rapidly growing, highly competitive telecommunication sector

➢ Irfan Ullah says that the telecom sector, a huge volume of data is being generated on a daily basis due to a vast client base. Decision makers and business analysts emphasized that attaining new customers is costlier than retaining the existing ones.

➢ Helmets Jain says that This study provides a comprehensive view by extensively detailing work which has happened in this area and will act as a rich repository of all knowledge regarding churn prediction in telecom seones.

➢ Adnan Amin says that Customer Churn Prediction (CCP) is a challenging activity for decision makers and machine learning community because most of the time, churn and non-churn customers have resembling features.

➢ R Sudharsan says that this work proposes a novel framework to predict customer churn through a deep learning model namely Swish Recurrent Neural Network (S-RNN). Finally, S-RNN is adapted to classify the Churn Customer (CC) and a normal customer.

➢ Lewlisa Saha says that   products or services is a strategy that the business sector has embraced to build a better relationship with the customers to cater to their individual needs and thus providing them a fulfilling experience.

➢ Mohammed Al-Mashraie says that Customer retention is one of the key challenges in the telecommunication industry. Companies may find customer churn prediction to be vital to the success of their operations because a careful analysis of churning may provide a crucial means to retain customer.

➢ Edwin says that Churn rate describes the rate at which customers abandon a product or service. Identifying churn-risk customers is essential for telecom sectors to retain old customers and maintain a higher competitive advantage.

➢ Gaurav Gupta says that Currently, Customer churn is a major challenge for e-commerce companies. It is necessary to have customer churn prediction model for e-commerce companies to predict the customer churn in e-commerce applications accurately.

➢ Fatima Enehezei Usman-Hamza that says Customer churn is a critical issue impacting enterprises and organizations, particularly in the emerging and highly competitive telecommunications industry. It is important to researchers and industry analysts interested in projecting customer behaviour to separate churn from non-churn consumers.

➢ Green Naidu says that Customer churn is common in all industries; however, in the telecommunication sector, churning occurs more frequently since the sector is extremely competitive. Customer churn is an essential aspect that needs to be

monitored in all industries, specifically in the telecommunication sector as it directly influences customer retention, revenue as well as margin profit or loss.

➢ Fan Wu says that Cellular Internet card (IC) as a new business model emerges, which penetrates rapidly and holds the potential to foster a great business market.

➢ Seema Baghla says that It is always a challenge to predict the customers on the verge of churn accurately in e-commerce due to the complexity of features and dynamicity of data and develop effective churn prediction models to predict potential churners accurately.

➢ Nabgha Hashmi, says that Acquisition and the retention of customers are the top most concerns in today's business world. The rapid increase of market in every business is leading to higher subscriber base. Consequently, companies have realized the importance of retaining the on hand customers.

➢ Aalen says that major problem and one of the most important concerns for large companies. Due to the direct effect on the revenues of the companies, especially in the telecom field, companies are seeking to develop means to predict potential customer to churn.

Reference:

❖ Customer churn prediction in telecommunications.

❖ Customer churn prediction in the telecommunication sector using a rough set approach.

❖ A churn prediction model using random forest: analysis of machine learning techniques for churn prediction and factor identification in telecom sector.

❖ Telecom churn prediction and used techniques, datasets and performance measures: a review.

❖ Customer churn prediction in telecommunication industry using data certainty.

❖ A Swish RNN based customer churn prediction for the telecom industry with a novel feature selection strategy.

❖ Amalgamation of customer relationship management and data analytics in different business sectors—A systematic literature review.

❖ Customer switching behaviour analysis in the telecommunication industry via push-pull-mooring framework: A machine learning approach.

❖ Detecting the risk of customer churn in telecom sector: a comparative study.

❖ Development of fading channel patch based convolutional neural network models for customer churn prediction.

❖ Intelligent Decision Forest Models for Customer Churn Prediction.

❖ Systematic review on churn prediction systems in telecommunications.

❖ Characterizing Internet Card User Portraits for Efficient Churn Prediction Model Design.

❖ Performance Evaluation of Various Classification Techniques for Customer Churn Prediction in E-commerce.

❖ Customer churn prediction in telecommunication a decade review and classification.

❖ Customer churn prediction in telecom using machine learning in big data platform.