Churn Model Literature Review

1. [An Empirical Study on Customer Churn Behaviours Prediction Using Arabic Twitter Mining Approach](https://www.mdpi.com/1999-5903/13/7/175/htm)

This churn model was created to help solve the issue of customer churn in the voice telecommunication service industry. This team identified an issue with most churn models where the data that is most readily available is historical customer satisfaction data which does not always match or help solve current issues. So they turned to Twitter data feed to collect real-time customer satisfaction data. This presents a new challenge of text mining and turning that into useable data to feed into a model. Sentiment analysis was used to categorize tweets based on customer mood as Positive or Negative. The customer mood data combined with the structured customer data from the telecommunications company helped to create a predictive model for customer churn. The advantage of this method is that is in the collection of real time data using Twitter data and this data comes directly from the customer. The disadvantage is most people tend to only post their opinions when they are dissatisfied and satisfied customers tend to be more silent. Do you interpret the lack of feedback from Twitter users as positive by default or is there another way to measure customers who are satisfied?