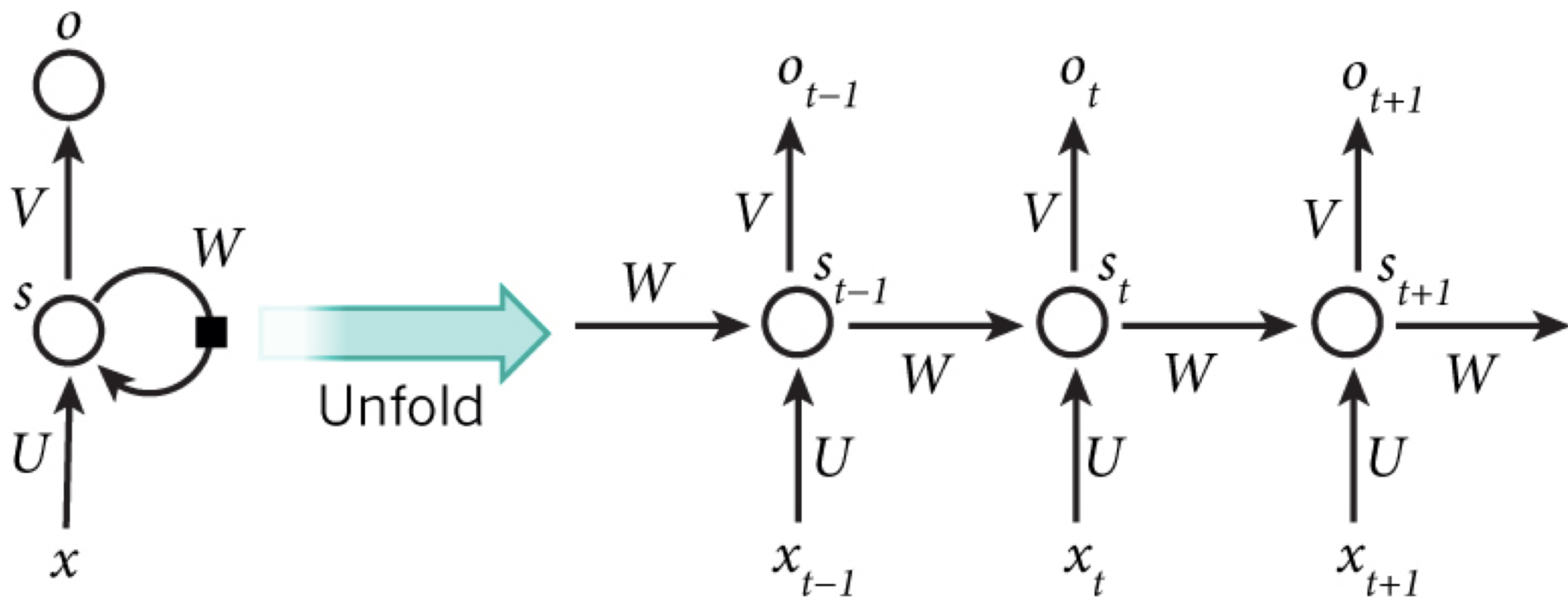


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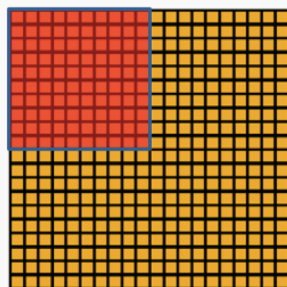
김현지

RNN을 이용한 고객 이탈 예측 및 분석

Customer Churn Prediction Using RNN



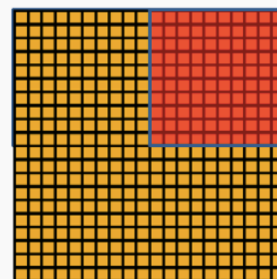
A recurrent neural network and the unfolding in time of the computation involved in its forward computation. Source: Nature



Convolved
feature

1	

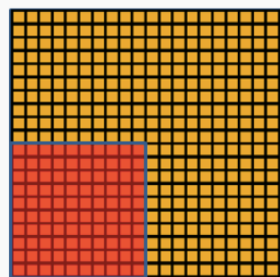
Pooled
feature



Convolved
feature

1	7

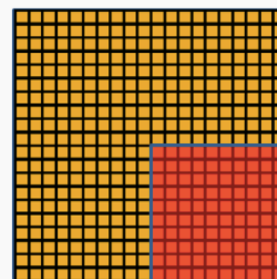
Pooled
feature



Convolved
feature

1	7
5	

Pooled
feature



Convolved
feature

1	7
5	9

Pooled
feature

Table 2. 이탈 예측 정확도 (Accuracy) (%)

모델	7일 플레이 데이터	14일 플레이 데이터	20일 플레이 데이터
RNN	74.5	76.0	75.7
NN	60.6	62.3	60.7

Table 3. RNN Precision, Recall 결과표 (%)

모델	7일 플레이 데이터	14일 플레이 데이터	20일 플레이 데이터
정밀도 (Precision)	72.7	76.5	79.3
재현율 (Recall)	77.7	70.6	66.7