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LAP Lambert Academic Publishing Jan 2019, 2019. Taschenbuch. Condition: Neu. Neuware - The churn prediction is an important problem, which can be found in businesses with a constant stream of customers that use subscription services: banking, telecommunication and entertainment industry. The focus of business development shifts from attracting the new customers to retention of the old ones and therefore modeling users' outflow can be used to plan company's tactics and strategies. However, it is often more important not to just...

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- Released at 2019

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