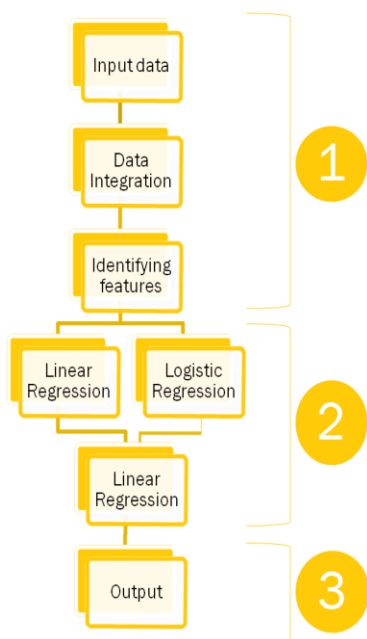
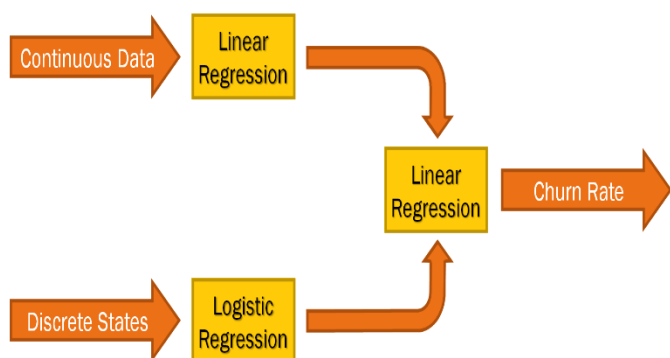


consideration) gives a total of N variables divided into general categories to build the model. The KPI weights were multiplied with the values and because valuable customers contribute more to the profitability of the firm than do less valuable customers we apply random sampling technique for over M times to generate multiple datasets and for each of the generated datasets, a tenfold cross-validation is applied to evaluate sample quality.



V. CONCLUSION

To conclude, purpose of customer value analysis is to identify valuable customers that potentially contribute to the profitability of the company. A customer churn prediction model can be used as an early warning tool for businesses and extracting the critical factors related to the customer churn that provides additional useful knowledge which supports decision making.

VI. FUTURE WORK

The method can be used for campaign management, by modelling the best groups to be approached with a specific marketing campaign and by pinpointing individuals who are the most influential over their peers. Our method can also be used in other domains where the links between people can be measured or inferred, such as social networking sites on the Internet, in order to predict customer behaviour.

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