

Accepted Manuscript

A New Hybrid Classification Algorithm for Customer Churn Prediction
Based on Logistic Regression and Decision Trees

Arno De Caigny , Kristof Coussement , Koen W. De Bock

PII: S0377-2217(18)30124-3
DOI: [10.1016/j.ejor.2018.02.009](https://doi.org/10.1016/j.ejor.2018.02.009)
Reference: EOR 14969



To appear in: *European Journal of Operational Research*

Received date: 18 September 2017
Revised date: 25 January 2018
Accepted date: 5 February 2018

Please cite this article as: Arno De Caigny , Kristof Coussement , Koen W. De Bock , A New Hybrid Classification Algorithm for Customer Churn Prediction Based on Logistic Regression and Decision Trees, *European Journal of Operational Research* (2018), doi: [10.1016/j.ejor.2018.02.009](https://doi.org/10.1016/j.ejor.2018.02.009)

This is a PDF file of an unedited manuscript that has been accepted for publication. As a service to our customers we are providing this early version of the manuscript. The manuscript will undergo copyediting, typesetting, and review of the resulting proof before it is published in its final form. Please note that during the production process errors may be discovered which could affect the content, and all legal disclaimers that apply to the journal pertain.

Highlights

- A new hybrid algorithm (*logit leaf model*) is proposed for customer churn prediction
- It is designed to perform well in terms of both accuracy and interpretability
- Its competitive performance is apparent from an extensive benchmarking experiment
- Its ability to deliver actionable insights is demonstrated in a case study

ACCEPTED MANUSCRIPT

متن کامل مقاله

دریافت فوری ←

ISIArticles

مرجع مقالات تخصصی ایران

- ✓ امکان دانلود نسخه تمام متن مقالات انگلیسی
- ✓ امکان دانلود نسخه ترجمه شده مقالات
- ✓ پذیرش سفارش ترجمه تخصصی
- ✓ امکان جستجو در آرشیو جامعی از صدها موضوع و هزاران مقاله
- ✓ امکان دانلود رایگان ۲ صفحه اول هر مقاله
- ✓ امکان پرداخت اینترنتی با کلیه کارت های عضو شتاب
- ✓ دانلود فوری مقاله پس از پرداخت آنلاین
- ✓ پشتیبانی کامل خرید با بهره مندی از سیستم هوشمند رهگیری سفارشات