CHURN MODEL USING ARTIFICIAL NEURAL NETWORKS

Utsav Sarkar[1] Shivansh Sharma[2] Pratik Tripathi[3]
utsavsarkar2000@gmail.com,[1] shivansh1145@gmail.com,[2]
pratikchandratripathi@gmail.com[3]
Galgotias University, India

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Abstract

Customer churn forecast has accumulated a more prominent premium in business particularly in banks. Numerous creators have introduced various adaptations of the churn forecast models significantly dependent on the information mining ideas utilizing AI and meta-heuristic algorithms. The point of this paper is to concentrate probably the main churn forecast strategies created over the new years. The essential goal of this task is to anticipate the odds of leaving the bank by a client. This paper centre's around dissecting the churn forecast methods to distinguish the churn conduct and approve the explanations behind client churn. This paper sums up the churn expectation strategies to have a more profound comprehension of the client churn and it shows that the most precise churn forecast is given by the hybrid models instead of single algorithms so telecom businesses become mindful of the requirements of high-risk clients and improve their administrations to topple the churn choice.
Keywords: *Machine Learning, Artificial Neural Networks, Churn prediction, High risk*