Introduction

The motivation for this book stems from the fact that there is no complete reference book on the market that is focused on churn modeling as a discipline. Looking especially in the way of a detailed approach in which all aspects of churn modeling are covered, existing books with some references on churn modeling by using data mining methods, present churn area only through illustrative examples of using data mining methods.

This book aims to be a reference book for all the aspects of churn predictive modeling using data mining techniques but also modern SNA concepts for different industry areas, from the project planning stage to the decision process aimed at churn reduction and mitigation.

The target audience for this book will vary from business practitioner, analyst, and manager, through marketing and IT students to wide area researchers interested in churn problems.

For managers, this book can be valuable source of information about the general nature of predictive churn modeling, how to set up churn projects right, what they can expect for the output from the models, and how this information can help them for making business decisions.

Analysts can find systematically described data preparation techniques, analytical techniques, different analytical strategies based on different industries, data sources, and types of problems as well as proposed holistic solutions for some specific problems in the domain of churn modeling for different industries, which can be used as a starting point for a similar type of problems.

IT students can find systematically described data preparation techniques, analytical techniques, different analytical strategies based on different industries, data sources, and types of problems as well as proposed analytical techniques and software tools for solving described problems.

For marketing students, this book can be a valuable source of information about deep understanding of churn nature, as well as an introduction to available analytical techniques, their outputs, and usage of their outputs for different churn mitigation and reduction strategies for portfolio management.
Researchers will find a complete reference book covering all aspects of churn management that can be used as a guideline in their work or as reference to expand their views.

We as authors look forward for a wide audience, and we will be grateful for feedback which will help us in our future works.

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