Abstract

The growth of telecommunication technology in this time are expands fast progressively. Companies, which are active in telecommunication service, also begin expand telecommunication network of third-generation (3G) for its customers with more sophisticated features. Along with progress of technology, the requirement data repository is progressively big. But big data will not useful if the information which consists in data repository is unknown.

In this final project, data mining is used to determine 2G and 3G customer, and to predict 2G's customers which potency to switch 3G network with case study PAKDD 2006 Data Mining Competition. The method which used for solving this final project problem is Naive Bayes. It is caused Naive Bayes is one of method that easy to use in classification process. With many attribute, so it is used feature selection method to choose attribute which will used in classification process. More greater of probability of 2G customers who switch to 3G network, hence the company even will be intensive progressively in shooting potential market goals. It is expected progressively increasing of 3G customers will improve the profit of company.

Keywords : *classifier, data mining, feature selection, Naive Bayes*, PAKDD 2006 Data Mining Competition