Abstract

The world of business has always been full of competitions. The executors think relentlessly the way to get survived. There is valuable data warehouse that could be utilized to generate new knowledge to help in arranging their business strategies. The knowledge generator, which is data mining technology, would be introduced.

This Final Project analyses billing data of corporate customers in a large telecommunications company like PT. TELKOM in order to predict high value customer. Billing data for each product for each customer are used to generate a prioritised listing of customers, where the prioritisation is based on the likelihoods that the customers will, in the next time period, take-up product that they are not currently using. The diversity of products used by coorporate telecommunications customers is huge. Coupled with low product take-up rates, makes this a problem of learning from a very high dimensional feature space with very few minority examples.

In this final project, will try to modify data in order to get well balanced data with time interleaving and value weighting. The high dimensionality of the input space is addressed using SVM with value weighting.

Keyword : Data mining, coorporate costumer, classification, SVM, time interleaving, minority example, value weighting