

Abstract

Telecommunications industry is expanding business in this time. Many new company which emerge by offering various service and facility which ready to draw customers. So many customers easily to churn. Limitedness sum of staff to contact all customers is also become the problem to lessen this phenomenon. Therefore needed a system of data mining including assorted technique for prediction that customers have potency to churn or not churn. This final project used an Genetic Algorithm, it have one variant that is Data Mining Evolutionary Learning (DMEL) [8] to build classification in determining the customers. This method is used because DMEL can effectively find the rule and can handle the missing value. The accuracy of classification yielded by software of Churn Prediction in this final project was comparison with with result using Clementine 9.0 with C.5 algorithm, Neural Network and CHAID. After conducted with the attempt, DMEL proven is better than models which constructed by Clementine 9.0

Keywords: *churn, data mining, Data Mining Evolutionary Learning, tools Clementine 9.0*