Abstract

Churn prediction is a method to predict behaviour of customers who is potentially for being *churn*. Data mining especially classification is expected to be one of alternative solution to build an accurate *churn* prediction model. Data of *churn* has an imbalance characteristic. The data class will be inclined to part of data which has greater composition side.

One method to handle this problem is a classification method, Logistic regression. Logistic Regression method, a binary classification technique, maximizes probability function in the data.

The analysis in this final task is doing the attribute selection from the data. Then, this result will be processed by LR method and used to obtain the accuration of *churn* prediction by counting *lift curve, top decile*, and *gini coefficient* and also f-measure as accuration of *imbalance* case.

The result from this research shows that LR method can increase accuration in *churn* evaluation although the imbalance prediction is not good.

Keywords: *churn prediction,* data mining*, imbalance, logistic regression*.