

ABSTRACT

Churn Prediction is one of Data Mining uses that aims to predict customers which wants to take churn either involuntary or voluntary. Churn is defined as disconnection of all company services. Churn leads to huge losses if not resolved correctly. Customers are very important company assets that help company grow. This churn prediction is can be important because it helps solution to prevent churn. Costs to maintain customers are cheaper than to target new customers. In this final project, Linear Discriminant Analysis method with Fukunaga Koontz Transform approach. Linear Analysis is one of methods is use to regocnize pattern and to get the optimal subspace. To group the data this methode is employed to determine discriminant function. This function is perform to search the other class or label. This methode uses scatter S_w (within class) and scatter S_b (between class). LDA uses FKT approach to get the discriminant, called Fisher Criterion . For classification prossess is done by calculating the Euclidean Distance that will separate data into two classes. Accuracy of churn prediction model that is expressed in Lift Curve and Top Decile.

Keywords : Churn, Churn Prediction, LDA ,Fukunaga Koontz Trasform, Euclidean Distance.