

			work	spectively.	
Year 2014 S.Ummugulthum Natchiar Dr.S.Baulkani	➤ KDD Cup 2009	➤ Feature Selection	➤ Naïve Bayes ➤ Support Vector Ma- chine ➤ KNN ➤ J48	Accuracy rate of Naïve Bayes, SVM, KNN and J48 are 93.78%, 98.84%, 98.25, and 98.78 respectively.	

LIMITATIONS:

In previous research we have found some limitations such as lack of unsupervised learning methods being has been for customer retention. We have also struggled to find the review on deep learning methods and hybrid models based of feature selection methods.

In future we suggest that there is a need to develop hybrid model based on feature selection methods to handle the large customer’s datasets. Feature selection methods can help in finding the important features without compromising on the quality of result. The combination of feature selection methods and deep learning can produce better results.

Conclusion

Customer retention has become more important topic for the business now days. To gain more customers is very important for the success of business. Customer data is imbalanced and huge that is difficult to handle manually. For the prediction of customer retention and handling of imbalanced data many paper has been reviewed in this paper. The limitations shows lack of supervised and hybrid models used for customer retention. There is a need to develop hybrid model based on feature selection methods. The combination of feature selection methods and deep learning can produce better result.

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