

Application of Deep Neural Network model in predicting customer churn in telecommunications services

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Abstract: This topic focuses on applying deep neural network models to predict customer churn in telecommunications services, a critical issue for the industry. The objective is to build an accurate prediction system to help businesses improve services and retain customers. The research methodology combines theory and experimentation, including data collection, processing, and training DNN models. The expected outcome is a useful tool to support business decisions and ensure the sustainable development of telecommunications services.

Keywords: deep neural network, customer churn, prediction, telecommunications, prediction system