



VABILO NA 61. RAZISKOVALNI FORUM

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Maximize profitability of the retention campaign in the banking sector using data mining methods

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The aim of presentation: To identify and apply appropriate data mining methods, which will allow the optimal selection of clients in the marketing retention campaign in order to maximize its overall profitability. In empirical study from banking sector we compare simple versus composite (ensemble) predictive models.

Vabljeni: raziskovalci in učitelji, študenti in diplomanti ter ostala zainteresirana znanstvena in strokovna javnost.

Lepo pozdravljeni,

prof. dr. Maja KLUN,
prodekanja za znanstveno-raziskovalno dejavnost