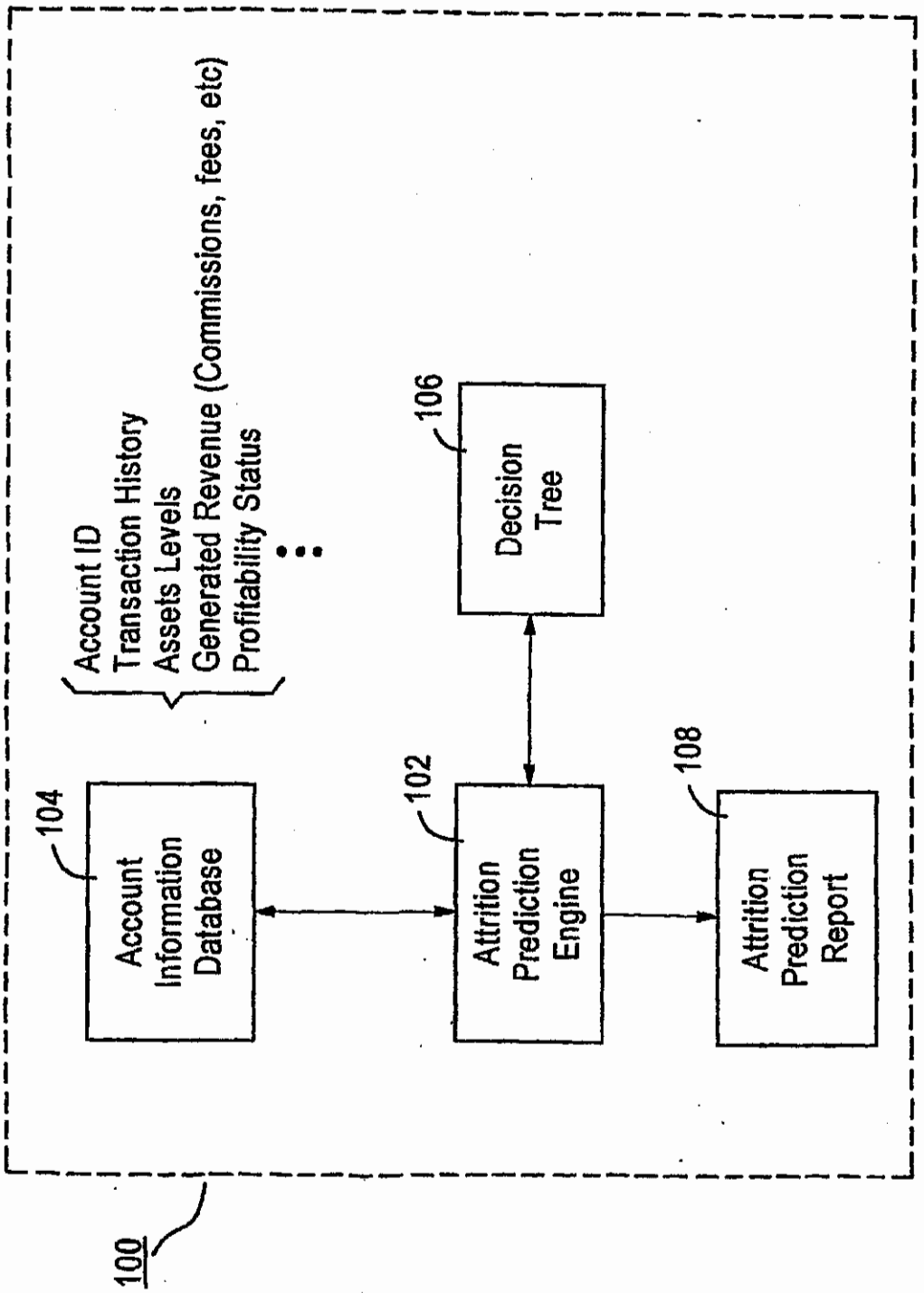

100
Account Information Database
104
Attrition Prediction Engine
102
Attrition Prediction Report
108
Decision Tree
106
Account ID
Transaction History
Assets Levels
Generated Revenue (Commissions, fees, etc)
Profitability Status
...

FIG. 1

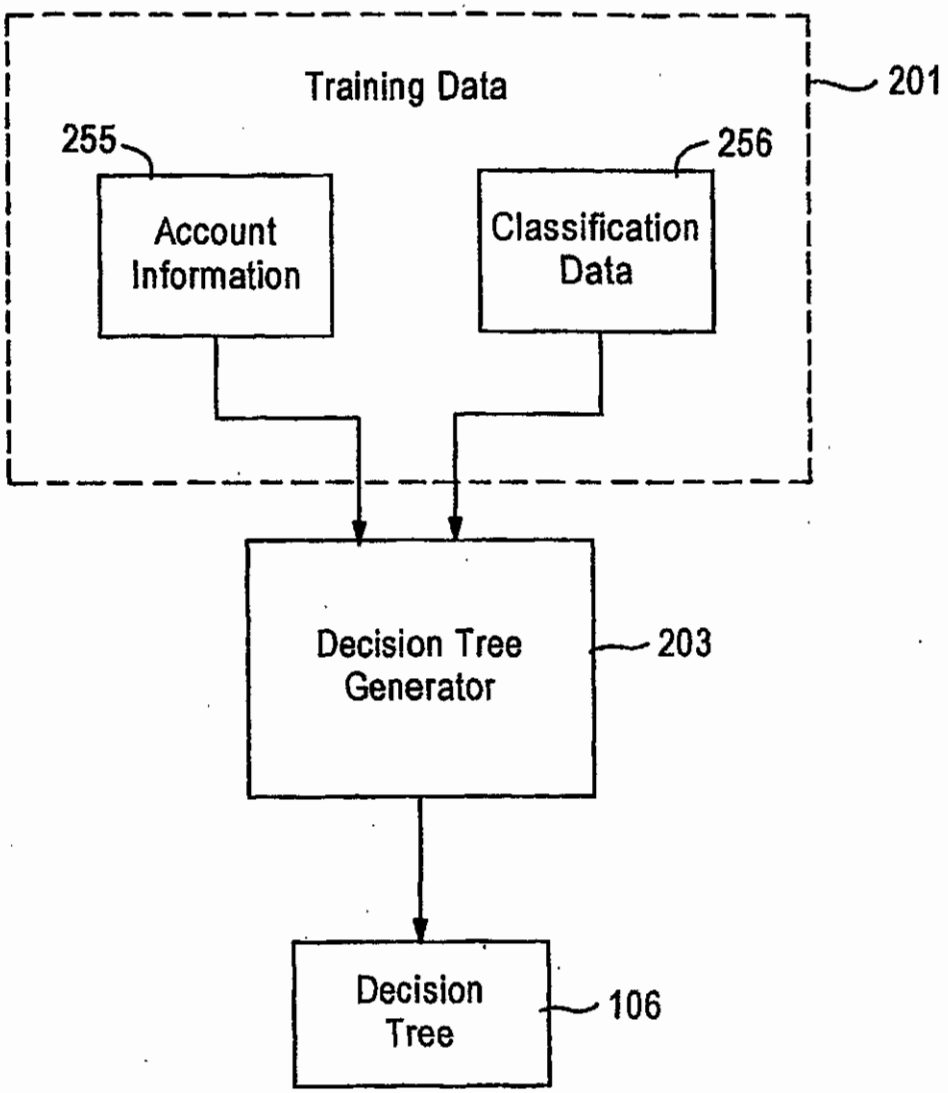

Training Data
201
255
256
Account Information
Classification Data
Decision Tree Generator
203
Decision Tree
106

FIG. 2

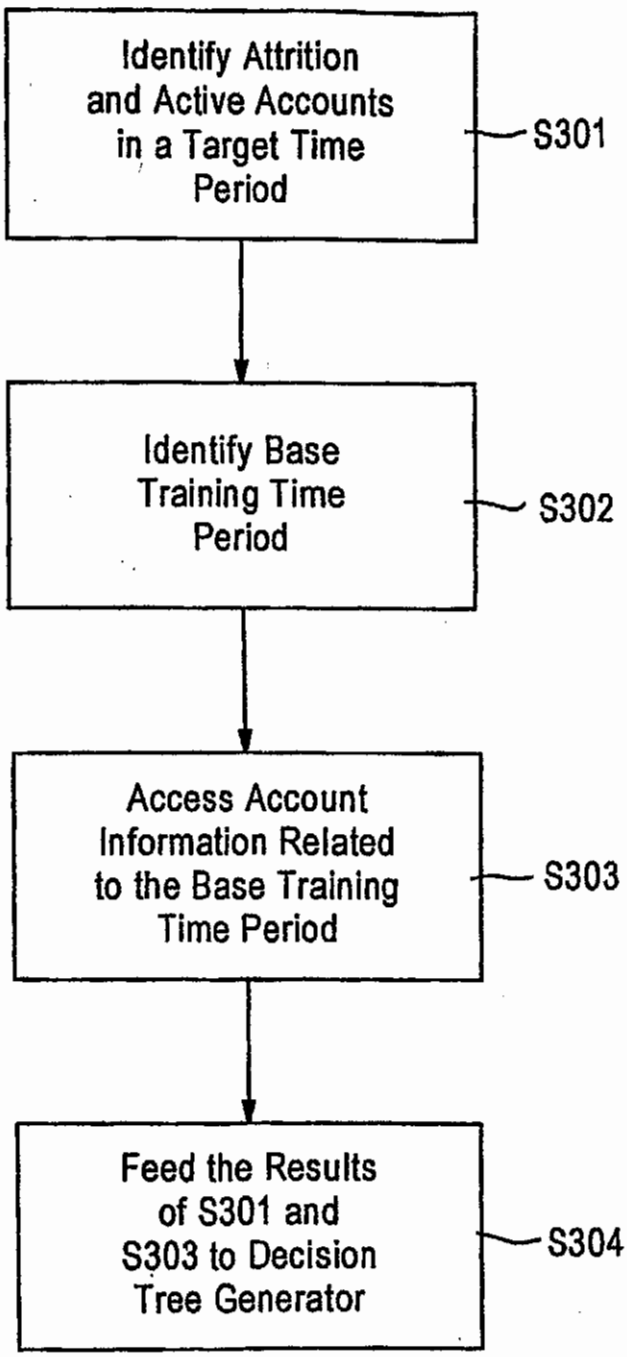

Identify Attrition and Active Accounts in a Target Time Period
S301
Identify Base Training Time Period
S302
Access Account Information Related to the Base Training Time Period
S303
Feed the Results of S301 and S303 to Decision Tree Generator
S304

FIG. 3a

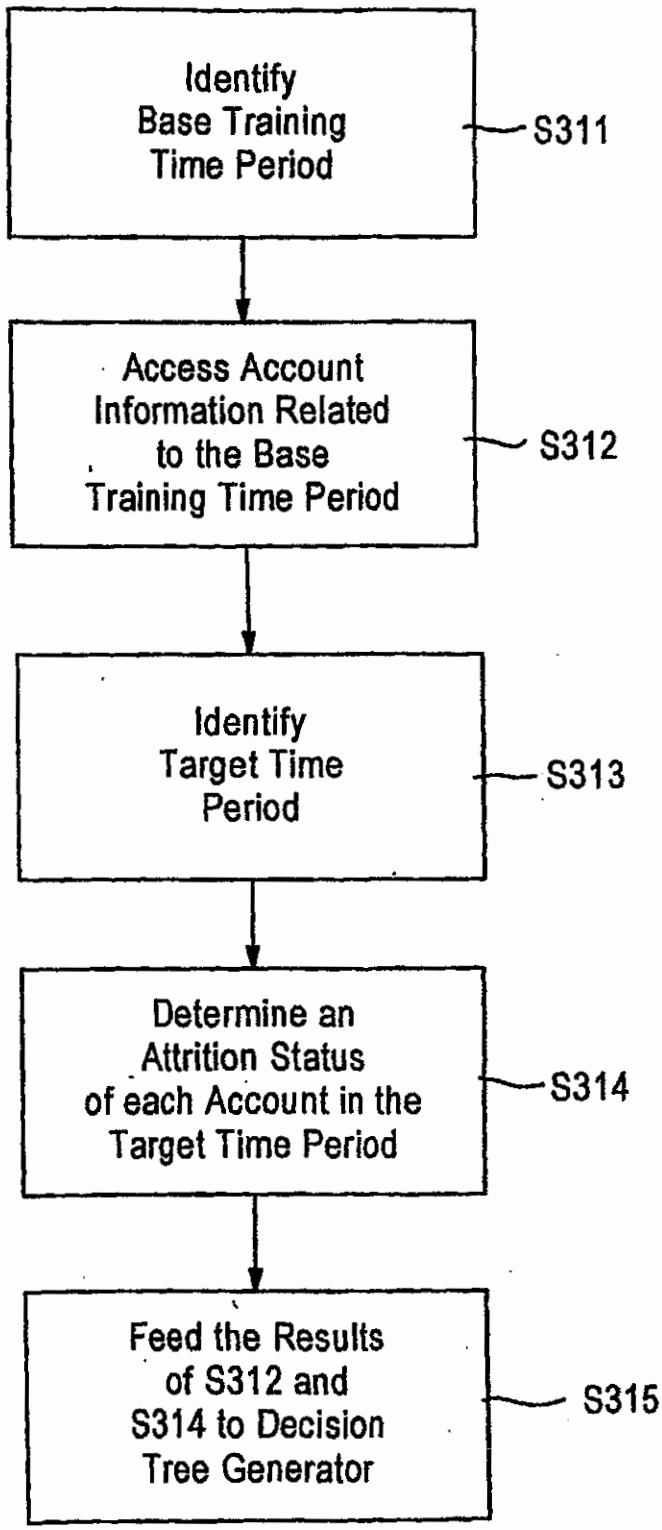

Identify Base Training Time Period
S311
Access Account Information Related to the Base Training Time Period
S312
Identify Target Time Period
S313
Determine an Attrition Status of each Account in the Target Time Period
S314
Feed the Results of S312 and S314 to Decision Tree Generator
S315

FIG. 3b

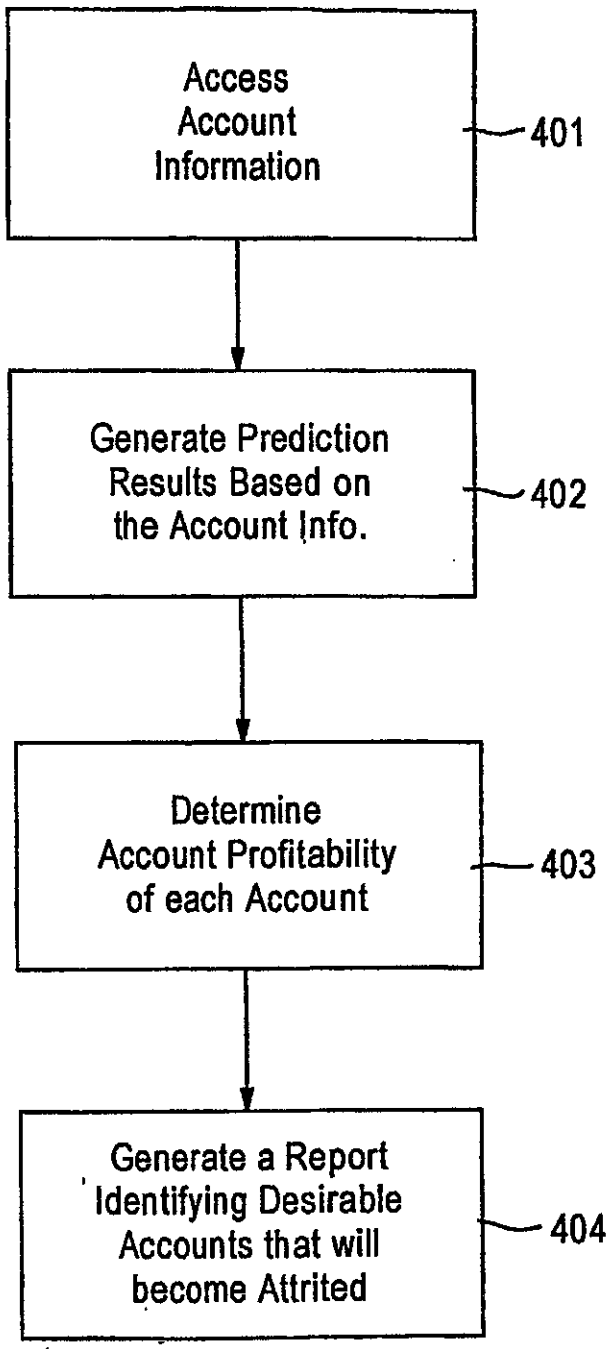

Access Account Information
401
Generate Prediction Results Based on the Account Info.
402
Determine Account Profitability of each Account
403
Generate a Report Identifying Desirable Accounts that will become Attrited
404

FIG. 4

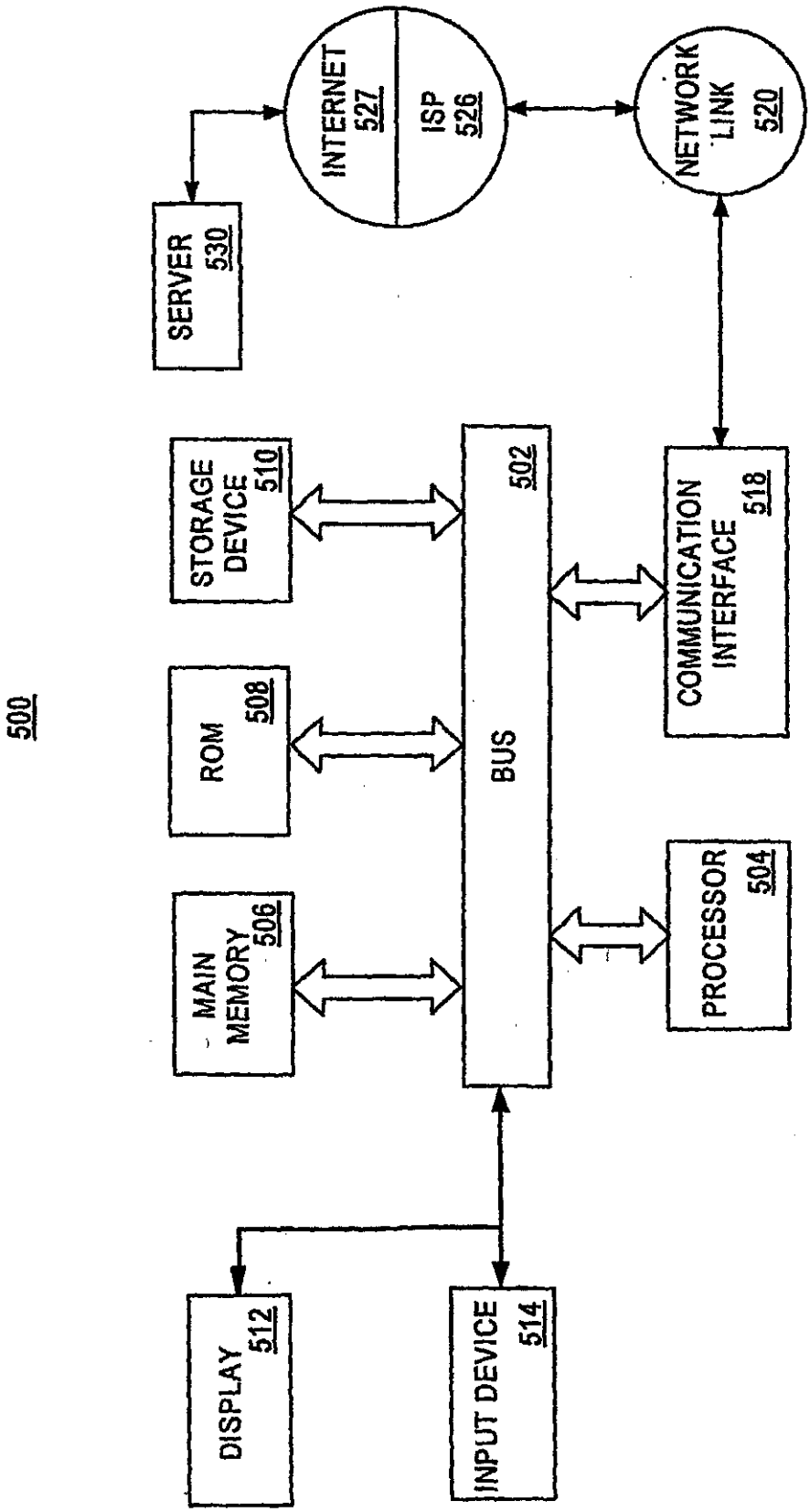

500
INTERNET 527
ISP 526
NETWORK LINK 520
SERVER 530
STORAGE DEVICE 510
ROM 508
MAIN MEMORY 506
BUS 502
COMMUNICATION INTERFACE 518
PROCESSOR 504
DISPLAY 512
INPUT DEVICE 514

FIG. 5