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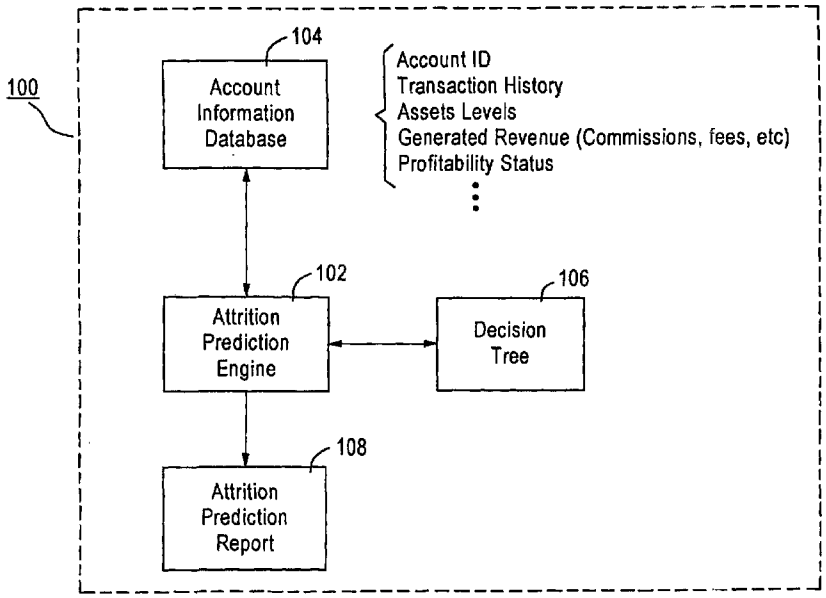
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(54) Title: METHOD AND SYSTEM FOR PREDICTING ATTRITION CUSTOMERS



(57) Abstract: A method and system predict customers/accounts that are likely to become attrited based on predefined classification rules and customer data/account information associated with the customers/accounts. The classification rules are generated by parsing through historical customer data/account information to identify attrition customers/accounts and their associated attributes. Unique algorithm is used to determine attrition statuses of the customers or accounts. After the classification rules are generated, the rules are applied to new customer data or account information to predict customers or accounts that are likely to become attrited.

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