

Table of Contents

Driver-Moderator Method for SKU Sales Forecasting <i>Ö. Gür Ali</i>	1
Including Domain Knowledge in Customer Churn Prediction Using AntMiner+ <i>W. Verbeke, B. Baesens, D. Martens, M. De Backer and R. Haesen</i>	10
Temporal Data Mining for Identifying Customer Behaviour Patterns <i>Y. Chizhov, T. Zmanovska and A. Borisov</i>	22
Financial measures as part of selection criteria for mixture model based segmentation <i>A. Thompson and V. Helman</i>	33
Behavioral Targeting: Which Method produces the most robust Prediction? A Confrontation between Decisions Trees, Neural Networks and Regressions <i>A. Ahlemeyer-Stubbe</i>	39
Targeted Fraud Detection Use of a Taxonic Method, Subspace Clustering and Knowledge Acquisition to develop a Classification Model Ensemble <i>H. Koesmarno and W. Graco</i>	40
Author Index	42