

TABLE OF CONTENT

COVER

ORIGINALITY STATEMENT OF THESIS

THESIS SUPERVISOR'S APPROVAL

THESIS EXAMINATION COMMITTEE

ABSTRACT	v
-----------------------	----------

ABSTRAK	vi
----------------------	-----------

FOREWORD.....	vii
----------------------	------------

TABLE OF CONTENT	viii
-------------------------------	-------------

LIST OF FIGURES	x
------------------------------	----------

LIST OF TABLES	xi
-----------------------------	-----------

CHAPTER I : INTRODUCTION	1
---------------------------------------	----------

1.1 Background.....	1
1.2 Problem Identification	3
1.3 Scope of Work	3
1.4 Research Questions.....	3
1.5 Research Objectives.....	4
1.6 Structure Overview	4

CHAPTER II : LITERATURE REVIEW.....	6
--	----------

2.1 Customer Retention and Churn.....	6
2.2 Customer Retention and Churn in Education Sector	9
2.3 Machine Learning for Student Retention Prediction	12
2.3.1 Random Forest.....	12
2.3.2 Logistic Regression	13
2.3.3 Support Vector Machine.....	14
2.3.4 Neural Network.....	14
2.4 Evaluation Methods	15

CHAPTER III : RESEARCH METHODOLOGY	17
---	-----------

3.1 Research Design	17
3.2 Data Collection	17
3.3 Data Pre-Processing	19
3.3.1 Feature Extraction.....	19
3.3.2 Imputation.....	22

3.3.3 Feature Selection.....	23
CHAPTER IV : EXPERIMENT AND RESULT.....	25
4.1 Data Splitting	25
4.2 Experiments on Models	25
4.2.1 Random Forest.....	26
4.2.2 Logistic Regression	28
4.2.3 Support Vector Machine.....	29
4.2.4 Neural Network.....	30
4.3 Evaluation of the Models.....	32
4.4 Best Predictor of Student Retention.....	34
4.5 Managerial Implications	35
CHAPTER V : SUMMARY AND FUTURE RESEARCH	37
5.1 Summary	37
5.2 Future Research	37
REFERENCES.....	39
PUBLICATION	A-1
FINAL ASSIGNMENT STATEMENT AND UPLOAD AGREEMENT..	A-11
TURNITIN.....	A-12
LETTER OF ACKNOWLEDGEMENT	A-13
BIOGRAPHY	A-14

LIST OF FIGURES

Figure 3.1 Design science research.....	17
Figure 4.1 Comparison of the Random Forest parameters.	26
Figure 4.2 Confusion matrix of RF3 on training data.....	27
Figure 4.3 Confusion matrix of RF3 on testing data.....	28
Figure 4.4 Comparison of the Logistic Regression parameters.	28
Figure 4.5 Confusion matrix of LR1 on training data.....	28
Figure 4.6 Confusion matrix of LR1 on testing data	29
Figure 4.7 Comparison of the Support Vector Machine parameters.	30
Figure 4.8 Confusion matrix of SVM3 on training data.....	31
Figure 4.9 Confusion matrix of SVM3 on testing data.....	31
Figure 4.10 Comparison of the Neural Network parameters	33
Figure 4.11 Confusion matrix of NN2 on training data.....	33
Figure 4.12 Confusion matrix of NN2 on testing data.....	34
Figure 4.14 Comparison of all models on training data.....	36
Figure 4.15 Comparison of all models on testing data.....	37

LIST OF TABLES

Table 2.1 List of studies of retention and churn predictions.....	8
Table 2.2 List of studies that used machine learning in education sector.....	10
Table 3.1 Features obtained from dataset.	20
Table 3.2 Features with missing values.	22
Table 3.3 Results of features correlations with Retain variable.....	23
Table 4.1 Random Forest parameters.	26
Table 4.2 Logistic Regression parameters.	28
Table 4.3 Support Vector Machine parameters.....	30
Table 4.4 Neural Network parameters.	33
Table 4.5 Confusion matrix on training data.	36
Table 4.6 Confusion matrix on testing data.	36
Table 4.7 Comparison of all models on training data.	37
Table 4.8 Comparison of all models on testing data.	38
Table 4.9 Top 5 predictors of student retention.	39