

Title:

Prediksi Churn Pelanggan Berdasarkan Segmen Produk Susu Bubuk Balita menggunakan Model Customer Lifetime Value (CLV) dan Metode Klasifikasi K-Nearest Neighbor = Customer Churn Prediction based on Infant Powdered Milk Product Segment using Customer Lifetime Value (CLV) Model and K-Nearest Neighbor Classifier

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