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# Customer Case Study: A Case Study in Clustering and Behavioral Modeling

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## ABSTRACT

Bellsouth uses SAS to predict who is going to pay their bills and who is not and then targets only those who are at risk for not paying. This strategy reduces operational expenses as well as bad debt. Come see how Bellsouth reduces these expenses through the use of clustering, behavioral modeling, and odds equalization.

**No paper was submitted for publication.**

## CONTACT INFORMATION

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