

The use of infection models in accounting and crediting.

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Recently one of the main directions of data mining is the study and use of network data. Our research is concentrated on the network data about the links of big and medium size of companies that can be deduced from the bank transactions. The main goals are to develop models to predict churn and bankruptcy. We implement the Domingos-Richardson cascade model, and for the parametrization and evaluation we use the database of the OTP Bank. The results suggest that the developed system is capable of supporting a wide range of applications of network problems such as churn, bankruptcy, campaign management, information diffusion etc.

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