

Connect-Mobile Customer Management

The Connect-Mobile is internet service provider offering internet services to users all over the country. They are concerned about customer churn and trying to understand which customers are likely to leave, so that they can make focused effort on customer retention.

The training data provided with the problem statement gives attrition status of past/present customers. The following features are included.

Data Dictionary:-

Feature	Description
Active Customer	1- Active, 0- Attrited
Income	Monthly Income of the customer
months_on_network	Duration in months, the customer has been a customer of Connect-Mobile.
Num_complaints	Number of complaints so far lodged by the customer
number_plan_changes	How many times the customer changed the plan
relocated	This is relocated indicator, 0- Not relocated, 1 – Relocated
monthly_bill	Monthly bill for the customer
technical_issues_per_month	Technical issues per month leading to disruption or slow in speed
Speed_test_result	Internet speed of Connect-Mobile

Aim of the assignment is to

- Building a Predictive Model (Which features decide attrition?)
- Evaluate the model.
- Refine the model, as appropriate

Needs to do following things.

- a) Select a method (Machine learning) for performing the analytic task
- b) Carry out descriptive summarization of data and make observations – Exploratory Data Analysis
- c) Identify relevant, irrelevant attributes for building model. Draw all plots and try establish relation between attributes
- d) Perform appropriate data transformations with justifications
- e) Generate new features if needed
- f) Carry out the chosen analytic task. Show results including intermediate results, as needed
- g) Evaluate the solutions
- h) Look for refinement opportunities