 

**Predicting Customers Churn**

**(Final Bootcamp Project)**

Churn happens when customers are leaving their current service provider and moving to another one. This is a big business problem because it is more expensive to acquire a new customer than to keep an existing one from leaving.

This project will require you to build a Machine Learning classification model to predict if a subscriber of a telecom service will churn (leave) or will not churn (remain).

Read up, fine your model, build incremental statistical thinking and reinforce your Data Science career growth.

A data set containing the details of subscribers of a telecommunication service has been provided.

The data comprises of:

* **train.csv** - the training set
* **test.csv** - the test set

**Data description:**

**• Total Spend in Months 1 and 2 of 2017:** The total spend of a customer in the months July & August 2017.

• **Total SMS Spend:** The total spend on SMS by a customer revenue earned through the SMS service used by the subscriber.

• **Total Data Spend:** The total amount spend on Data/Internet by a customer revenue earned through the SMS service used by the subscriber.

• **Total Data Consumption:** The total data consumed by a subscriber in KB over the period under study

**• Total Unique Calls:** The total count of unique calls made by a subscriber during the period under review

**• Total Onnet spend:** The total spend of a customer to make on-network calls (on the same network as the subscriber)

**• Total Offnet spend:** Aggregate of Off Net Revenue: The total spend of a customer to make off-network calls (not the same network as the subscriber)

**• Customer Tenure in Months:** The time passed since the subscriber started using the services of the network provider and counted in months

• **Network type subscription in Month 1:** This indicates preferred network subscription of a customer, which may indicate their type of device - 2G or 3G service.

• **Network type subscription in Month 2:** This indicates preferred network subscription of a customer, which may indicate their type of device - 2G or 3G service in the month after.

• **Total Call centre complaint calls:** The number of complaints made by the subscribers.

• **Most Loved Competitor network in in Month 1:** This information certainly have a huge impact on as it gives the information about which other service provider prefer and may likely move to

**• Most Loved Competitor network in in Month 2:** This information certainly have a huge impact on as it gives the information about which other service provider prefer and may likely move to

**• Churn Status:** This is an indicator of a customer who leaves the network or not. 1 means the customer has churned and 0 means no churn.