

Data Science PROJECT

Client: No-Churn Telecom | Category: Telecom – Churn Rate ML

Project Ref: PM-PR-0017

Business Case:

No-Churn Telecom is an established Telecom operator in Europe with more than a decade in Business. Due to new players in the market, telecom industry has become very competitive and retaining customers becoming a challenge.

In spite of No-Churn initiatives of reducing tariffs and promoting more offers, the churn rate (percentage of customers migrating to competitors) is well above 10%.

No-Churn wants to explore possibility of Machine Learning to help with following use cases to retain competitive edge in the industry.

PROJECT GOAL

Help No-Churn with their use cases with ML

1. Understanding the variables that are influencing the customers to migrate.
2. Creating Churn risk scores that can be indicative to drive retention campaigns.
3. Introduce new predicting variable “CHURN-FLAG” with values YES(1) or NO(0) so that email campaigns with lucrative offers can be targeted to Churn YES customers.

4. Exporting the trained model with prediction capability for CHURN-FLAG, which can be highlighted in service applications to serve the customer better.

help to identify possible CHURN-FLAG YES customers and provide more attention in customer touch point areas, including customer care support, request fulfilment, auto categorizing tickets as high priority for quick resolutions any questions they may have etc.,

DATA

DataBase Details:

SQL database

DB Name: project_telecom

Table Name: telecom_churn_data

Host: 54.255.64.49

Username: dm_team3

Password: DM!\$!Team!27@9!20&

Meta Info of Data

State	4617	non-null	object
Account Length	4617	non-null	int64
Area Code	4617	non-null	int64
Phone	4617	non-null	object
International Plan	4617	non-null	object
VMail Plan	4617	non-null	object
VMail Message	4617	non-null	int64
Day Mins	4617	non-null	float64
Day Calls	4617	non-null	int64
Day Charge	4617	non-null	float64
Eve Mins	4617	non-null	float64
Eve Calls	4617	non-null	int64
Eve Charge	4617	non-null	float64
Night Mins	4617	non-null	float64
Night Calls	4617	non-null	int64
Night Charge	4617	non-null	float64
International Mins	4617	non-null	float64
International calls	4617	non-null	int64
International Charge	4617	non-null	float64
CustServ Calls	4617	non-null	int64

Churn

4617 non-null object