

The background is a gradient of dark blue and purple, speckled with small white dots. Overlaid on this are several faint, white geometric elements: a large circular scale with degree markings from 140 to 260, and several concentric circles of varying sizes, some with arrows indicating a clockwise direction.

# TELECOM CHURN CASE STUDY

# Objective and the Data

- The dataset contains customer-level information for a span of four consecutive months - June, July, August and September. The months are encoded as 6, 7, 8 and 9, respectively.
- The business objective is to predict the churn in the last (i.e. the ninth) month using the data (features) from the first three months. To do this task well, understanding the typical customer behaviour during churn will be helpful.

# FINDINGS AND SUGGESTIONS

- Try to offer the better service for the churn customers ,see how much this impact before and later .Some may use your service better move them to your active customers.
- Take the feedback and suggestions with in period of time and improve it strive for better communication.
- When you are taking the any change in plans of your business just predict the positive and negative share of that plan. If it is negative prepare the solution before so you can handle easily.

# HOW TO REDUCE CUSTOMER CHURN

Lean into your best customers.

Be proactive with communication.

Define a roadmap for your new customers.

Offer incentives.

Ask for feedback often.

Analyze churn when it happens.

Stay competitive.



# CONCLUSION

- The importance of this type of research in the telecom market is to help companies make more profit.
- It has become known that predicting churn is one of the most important sources of income to Telecom companies.
- Hence, this research aimed to build a system that predicts the churn of customers in a telecom company.
- These prediction models need to achieve high AUC values.
- To test and train the model, the sample data is divided into 70% for training and 30% for testing.