

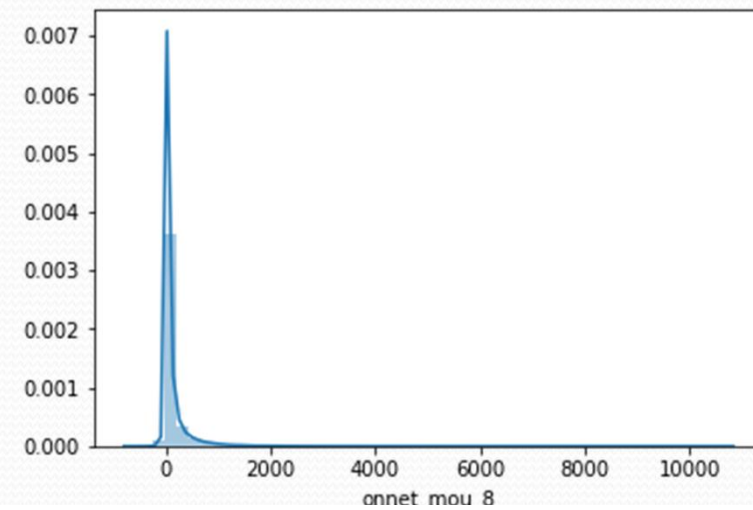
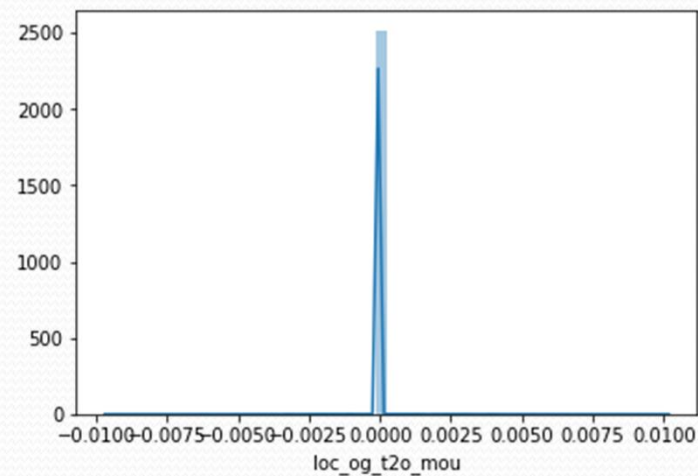
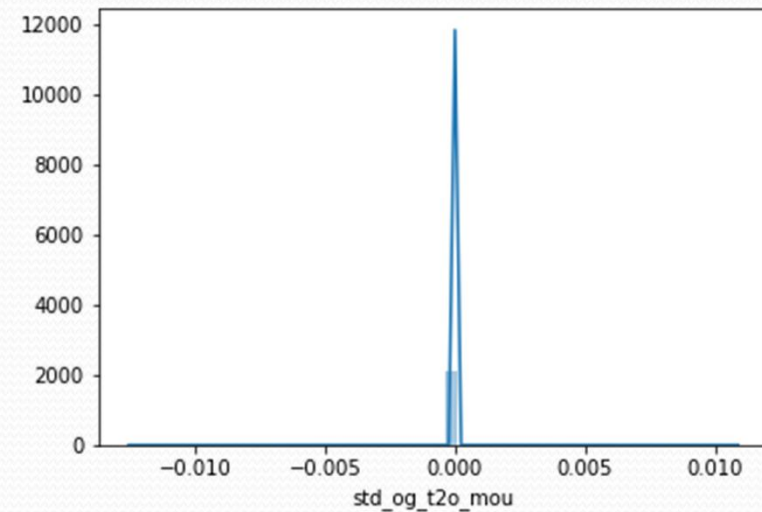
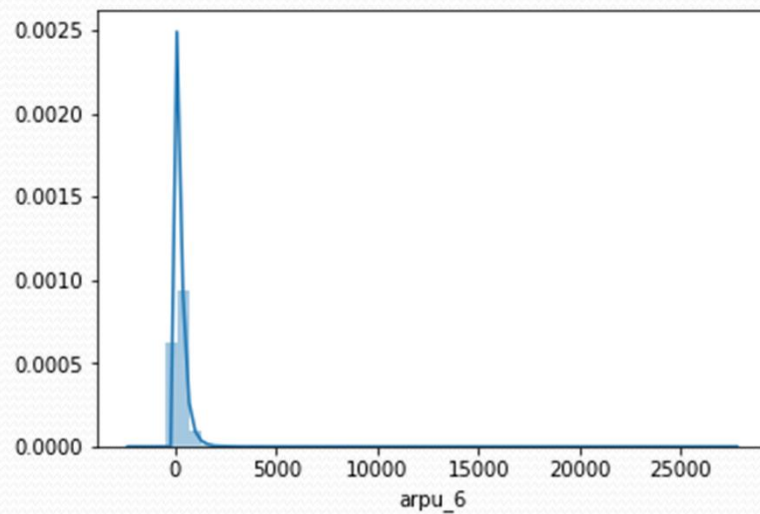
Telecom Churn Case Study



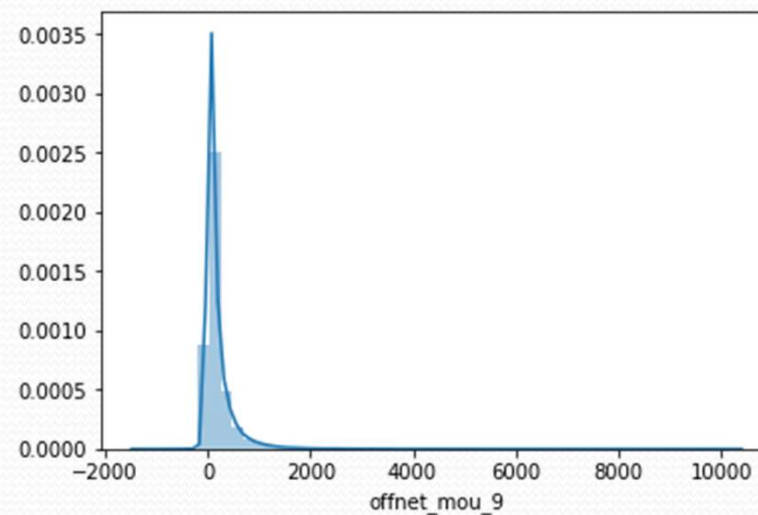
PROBLEM STATEMENT

- In the telecom industry, customers are able to choose from multiple service providers and actively switch from one operator to another. In this highly competitive market, the telecommunications industry experiences an average of 15-25% annual churn rate. Given the fact that it costs 5-10 times more to acquire a new customer than to retain an existing one, customer retention has now become even more important than customer acquisition.

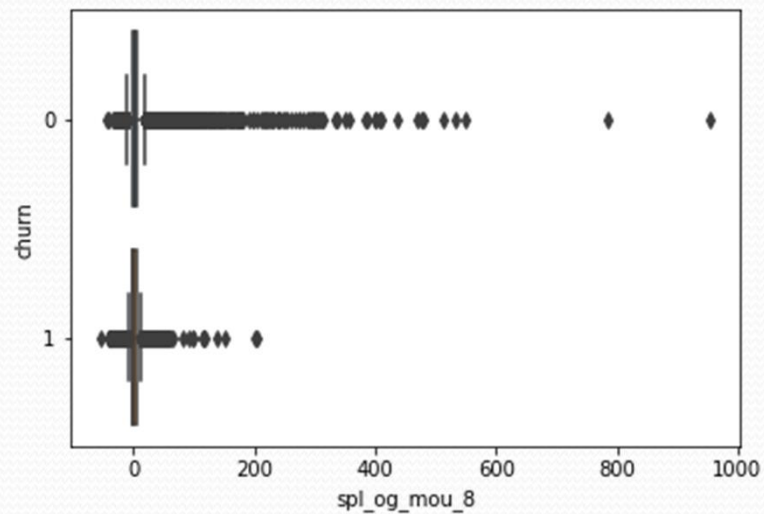
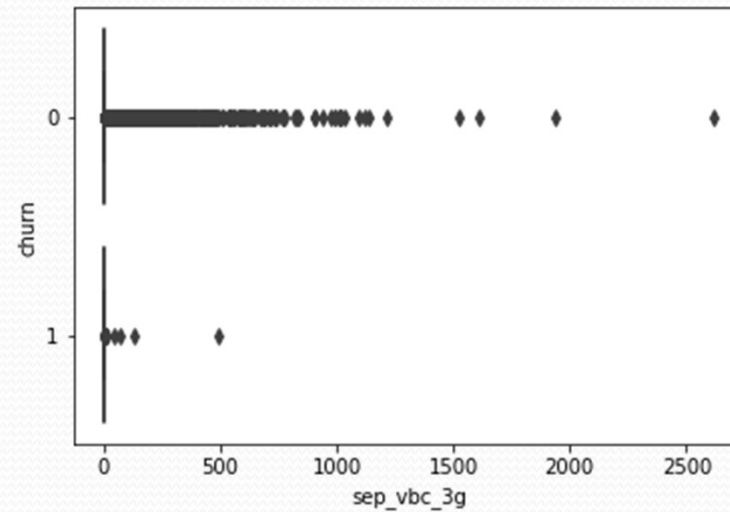
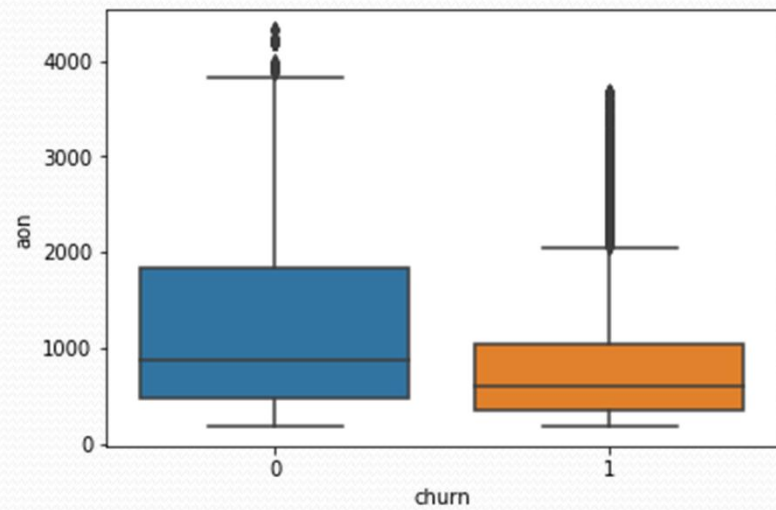
Univariate EDA



Univariate EDA



BIVARIATE EDA





CONCLUSION

- Telecom company needs to pay attention to the roaming rates. They need to provide good offers to the customers who are using services from a roaming zone.
- The company needs to focus on the STD and ISD rates. Perhaps, the rates are too high. Provide them with some kind of STD and ISD packages.
- To look into both of the issues stated above, it is desired that the telecom company collects customer query and complaint data and work on their services according to the needs of customers.