

Internship Program

Data Analysis



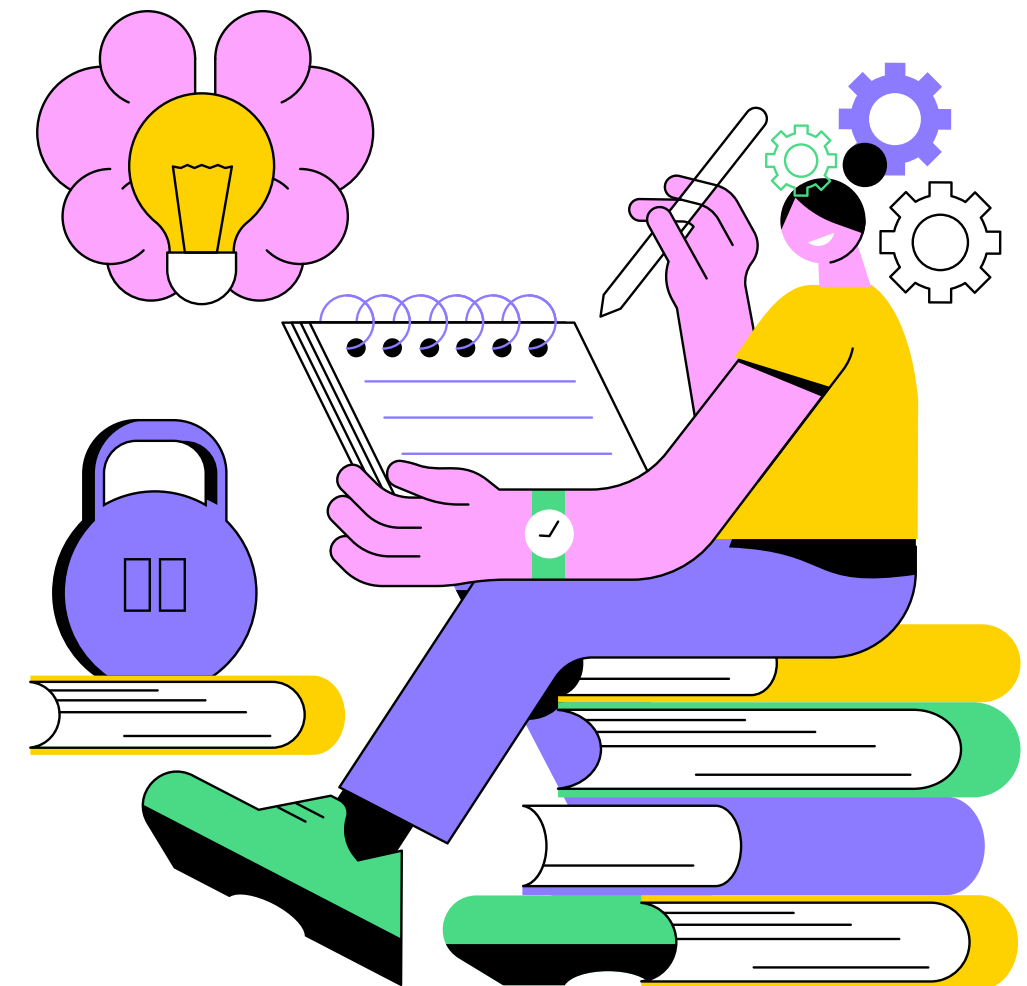
About Us

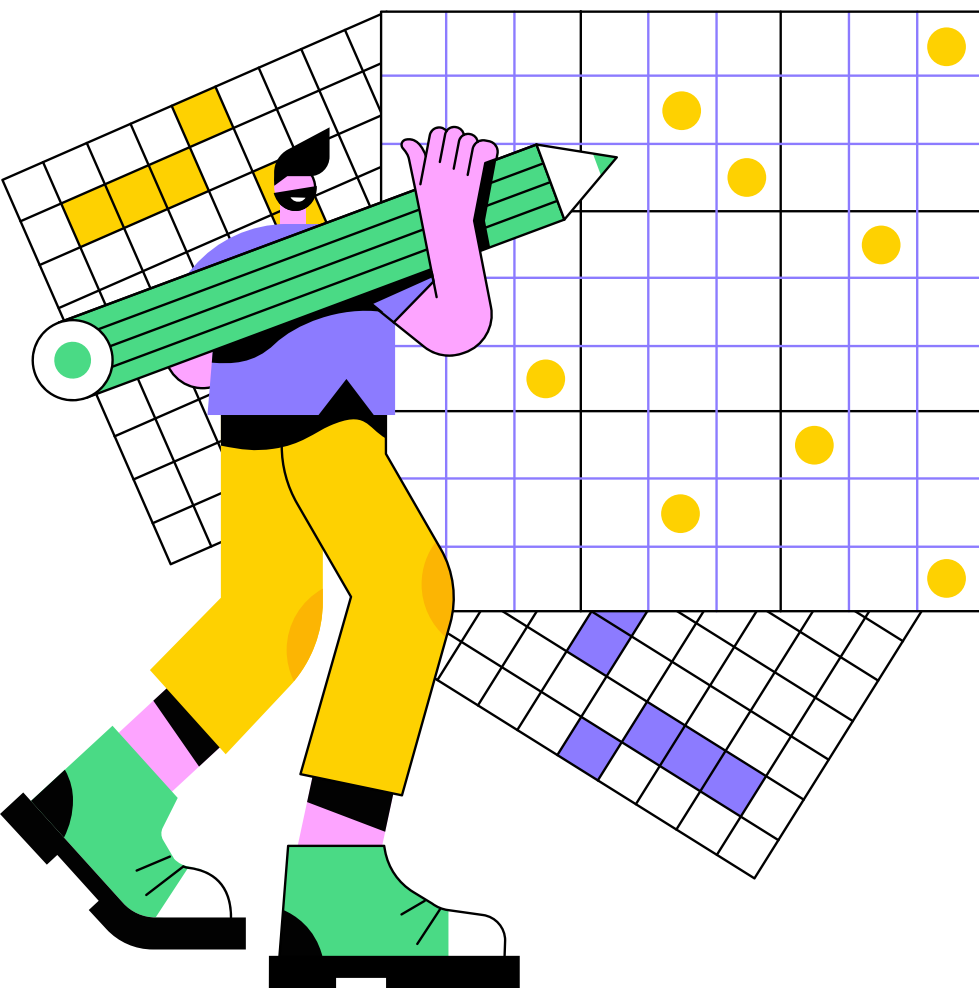
- Saiket Systems is a prominent technology company renowned for its expertise in the dynamic fields of cloud computing, blockchain, artificial intelligence (AI), and machine learning (ML).
- The company excels in delivering impactful projects and solutions tailored to the evolving needs of businesses.
- Saiket Systems offers a diverse array of products and services, including robust cloud computing solutions, innovative blockchain technologies, advanced AI systems, and sophisticated ML algorithms.



Instructions

- Update your LinkedIn profile with your achievements, like offer letters or internship certificates from SaiKet Systems. Mention and tag SaiKet Systems in your posts. Use hashtags like #SaiKetSystemsJourney #SaiKetExperience #FutureWithSaiKet to showcase your association.
- Avoid plagiarism and code duplication. These violations can lead to internship termination and future opportunities loss with us.
- Create a video showcasing your completed tasks. Post it on LinkedIn, tag SaiKet Systems, and use hashtags like #SaiKetInnovation #SaiKetAchievements #SaiKetProjects to engage with our community.





SUBMISSION

- Create a professional video showcasing your internship projects and achievements.
- Host the video on LinkedIn to provide proof of your work and establish credibility among your peers. Consider tagging SaiKet Systems in your posts to ensure they are notified of your work.
- A SUBMISSION FORM will be shared later. Till then please continue your task and make a separate file of each level.
- When posting the video on LinkedIn, include the following hashtags to maximize visibility and engagement: #saiketsystems #saiket #saiketsys. Additionally, depending on your internship domain.



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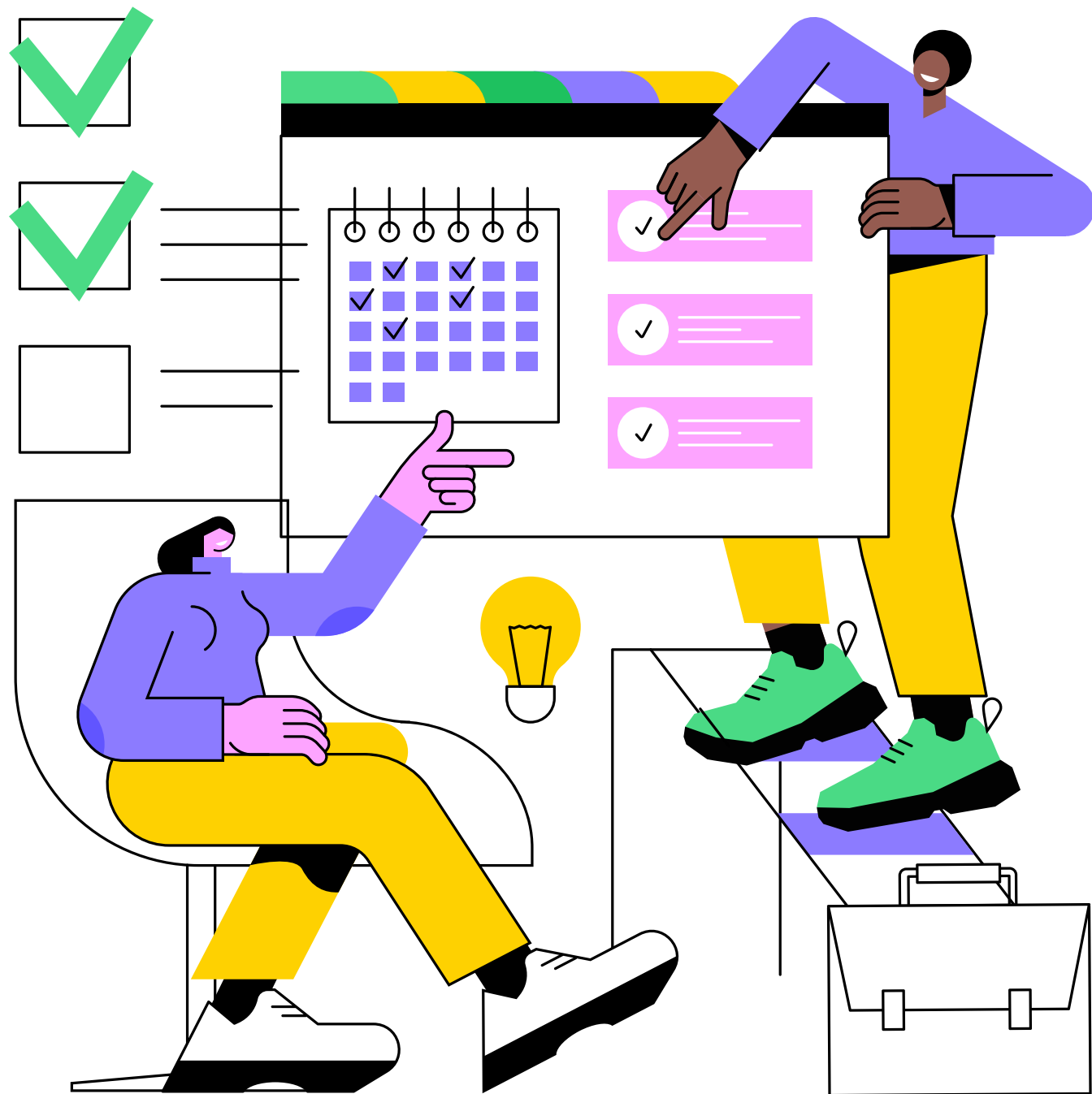
Project Title: Customer Churn Analysis and Prediction

Project Overview:

The project aims to analyze customer churn in a telecommunications company and develop predictive models to identify at-risk customers. The ultimate goal is to provide actionable insights and recommendations to reduce churn and improve customer retention.

Note: You have to complete 4 tasks out of 6.





Tasks 1: Data Cleaning and Preprocessing

Description:

- Handle missing values in the dataset.
- Convert categorical variables into numerical representations using techniques like one-hot encoding.

Skills :

- Proficiency in data cleaning techniques.
- Knowledge of missing data handling methods.
- Familiarity with encoding categorical variables.

Tasks 2: Exploratory Data Analysis (EDA)

Description:

- Calculate and visualize the overall churn rate.
- Explore customer distribution by various demographics.
- Analyze tenure distribution.
- Investigate relationships between churn and different contract types/payment methods.

Skills :

- Statistical analysis skills.
- Data visualization expertise.
- Ability to interpret data patterns and trends.
- Understanding of exploratory data analysis techniques.



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Tasks 3: Customer Segmentation

Description:

- Segment customers based on tenure, monthly charges, and contract type.
- Analyze churn rates across these segments.

Skills :

- Knowledge of customer segmentation methods (e.g., RFM analysis).
- Analytical skills to interpret segmented data.

Tasks 4: Churn Prediction Model

Description:

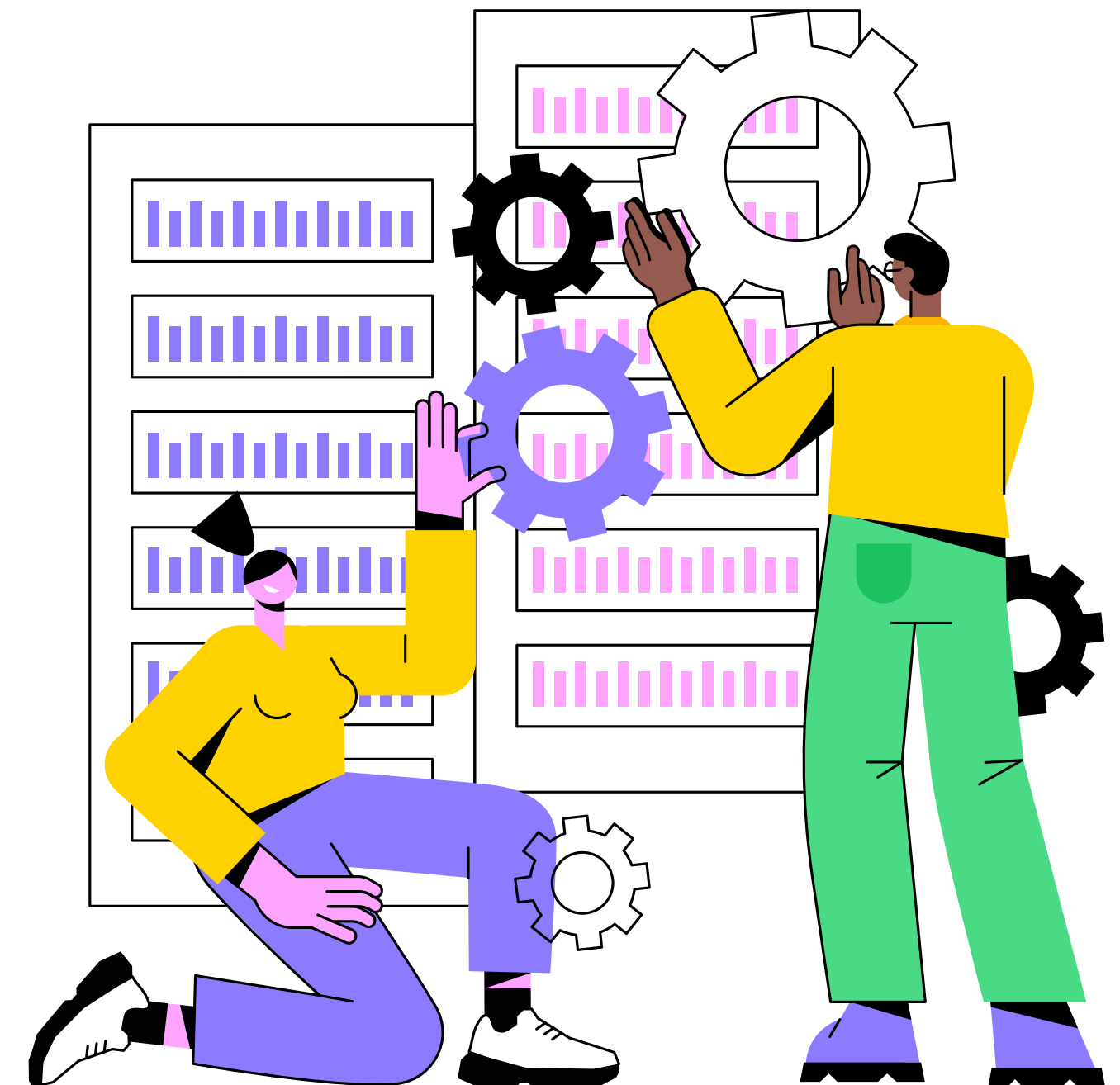
- Develop a churn prediction model using machine learning algorithms like logistic regression.
- Evaluate the model's performance using appropriate metrics.

Skills :

- Machine learning expertise.
- Programming skills (e.g., Python or R) for model development.
- Understanding of evaluation metrics (accuracy, precision, recall, etc.).



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Tasks 5: Customer Retention Strategies

Description:

- Propose data-driven strategies to reduce churn.
- Identify key factors influencing churn and suggest actions.
- Calculate the lifetime value (LTV) of customers.
- Identify high-value customers at risk of churning.

Skills :

- Business acumen to translate data insights into strategies.
- Knowledge of customer retention strategies.
- Ability to calculate customer lifetime value.
- Proficiency in tools for customer segmentation and analysis.



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Tasks 6: Visualizations

Description:

- Create various visualizations for deeper insights (e.g., box plots, violin plots, pair plots).

Skills :

- Data visualization skills using tools like Matplotlib, Seaborn, or Tableau.
- Creativity in visual representation of data.
- Ability to convey complex information visually.



How to Contact Us?

To find out more information,
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