# **Telco Customer Churn**

***Synopsys:-***

The Telco Customer Churn Dataset contains details about Customers who have left and also about existing customers. It contains Demographic information about the customers, their location and also the services they avail. We have additional details like Population of those location and also the churn reason to find the reason why the customers left.

***Objective:***

Our goal is find out whether there exists any particular reason which dominates the churn rate, the pattern of the leaving customers based on their age, location, services avail etc. The objective is to find a Data driven solution which will reduce the Churn Rate and increase customer satisfaction and Revenue for Telco.

***Importance of Churn Analysis:-***

Churn Analysis helps companies to retain its existing customer base by studying their pattern habits and offering them with services and incentives. It also helps in identifying redundant services and thereby replacing it with more relevant ones thereby saving in operation costs.

With the aid of Data Driven Models, companies aim in giving value added services and increase customer retentions.

***Dataset Information:***

We have the below Datasets available from Kaggle:-

Telco\_customer\_churn\_demographics.xls

Telco\_customer\_churn\_location.xls

Telco\_customer\_churn\_population.xls

Telco\_customer\_churn\_services.xls

Telco\_customer\_churn\_status.xls

Our objective is to find any correlation between the available data and churn rate.

***Project Steps:-***

We will be doing the below activities in sequence to arrive at a conclusion:-

1. Data Collection
2. Data Cleaning
3. Exploratory Data Analysis
4. Data Visualization
5. Feature Importance
6. Feature Engineering
7. A/B Testing
8. Statistical Testing
9. Machine Modelling
10. Derive Conclusion