Capstone Project Submission

Instructions:

i) Please fill in all the required information.

ii) Avoid grammatical errors.

Team Member's Name, Email and Contribution:

1) Chandan kumar Raxit

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I) Technical documentation.
II) Heat map and Bar plot
III) Pi-plot and Multiline plot.
IV) Project summery template.
V) Graphical representation

2) Deepak Kumar Jena

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I) Data visualization.
II) Sorting of values.
III) Pi-plot and Multiline plot.
IV) Project summery template.
V) Sorting the data
VI) Histogram plot

What is Churn Prediction?

Churn prediction is analytical studies on the possibility of a customer abandoning a product or service. The goal is to understand and take steps to change it before the costumer gives up the product or service.

OBJECTIVE:

Customer churn occurs when customers stop doing business with a company.As the cost of retaining an existing customer is far less than acquiring a new one, maintaining a healthy customer base is important for the success of any business

The main objective of project is to :
• Finding factors which influence customers to churn. • Retain churn customers by applying strategy and providing offers based on influencing factors. • Control churn rate and improve their image in the market.

DATA SET GIVEN:

1) There is no null value in the data set.

2) Total 20 columns with values such as float, integer, Boolean and object.

3)Dependent variable should be considered as Churn

4)By manipulation of columns we can find average price for day, evening, night,international

Conclusion:

1) The four charge fields are linear functions of the minute fields.

2) The area code field and/or the state field are anomalous, and can be omitted.

3) Customers with the International Plan tend to churn more frequently.

4) Customers with four or more customer service calls churn more than four times as often as do the other customers.

5) Customers with high day minutes and evening minutes tend to churn at a higher rate than do the other customers.

6) There is no obvious association of churn with the variables evening calls, night calls, international calls, night minutes, international calls

Please paste the GitHub Repo link.
Github Link:- https://github.com/Deepak-Kumar-jena/EDA-project#deepak-kumar-jena-eda_1-project
Please write a short summary of your Capstone project and its components. Describe the problem statement, your approaches and your conclusions. (200-400 words)