

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/Link/to/Repo>

Please write a short summary of your Capstone project and its components. Describe the problem statement, your approaches and your conclusions. (200-400 words)