

# Business Problem

Telecom companies experience significant customer churn, which directly affects overall revenue and increases customer acquisition costs. Because acquiring a new customer is far more expensive than retaining an existing one, understanding the underlying reasons for churn is essential for sustaining long-term business growth.

This project focuses on solving the churn challenge by:

- **Identifying customer segments with the highest likelihood of leaving**
- **Analyzing behavioral, demographic, and service-related factors that influence churn**
- **Uncovering key patterns that highlight dissatisfaction or risk areas**
- **Providing actionable, data-backed recommendations to improve customer retention**

By transforming raw customer data into meaningful insights, this analysis equips the business with a clear understanding of churn drivers and supports strategic decision-making to reduce churn and enhance customer loyalty.