INTELLIGENT CUSTOMER RETENTION: USING MACHINE LEARNING FOR ENCHANCED PRECDICTION OF TELE CUSTOMER CHURN
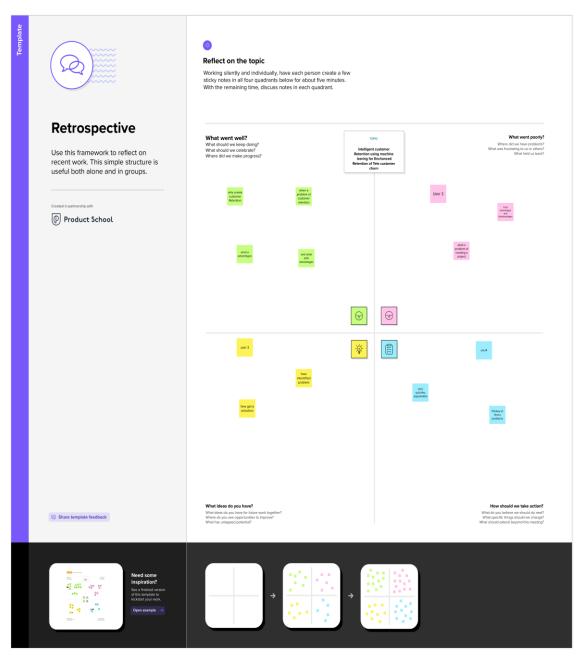
1.INTRODUCTION

1.1 OVERVIEW

Customer churn is often as customer attrition of customer defections which is the rate at which customer are lost custom churn is an major problem and one of the most important Conces for large companies. Due to the different effect on the revenues of the company, especially in the telecom field, companies are seeking to develop means to predict potential customer for example better price offer , more interesting packages .
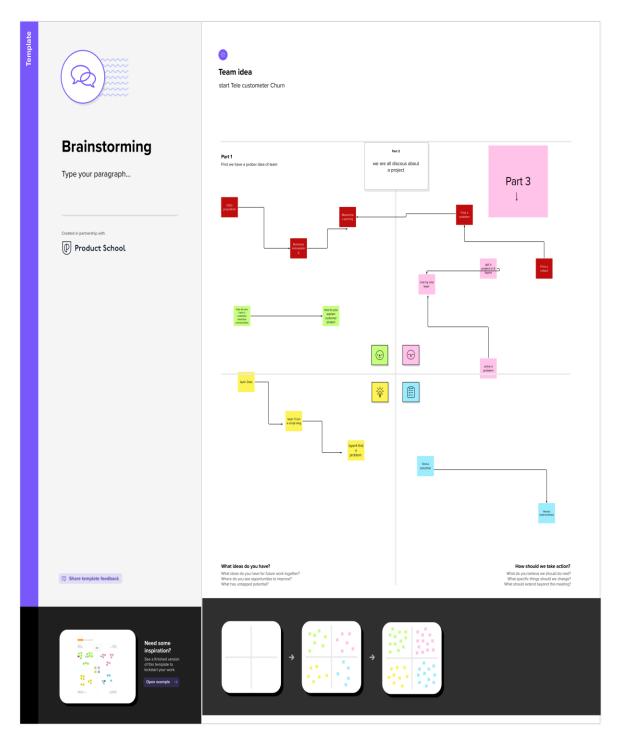
1.2purpose

The purpose of this proper work is apply a navel retention technique called the target proactive and stop many customer leaving and help to not cancel of substruction to our services.

1.3 Design thinking

Retrospective

Use this framework to reflect on recent work. This simple structure is useful both alone and in groups.

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Reflect on the topic

Working silently and individually, have each person create a few sticky notes in all four quadrants below for about five minutes. With the remaining time, discuss notes in each quadrant.

What went well?
What should we keep doing?
What should we celebrate?
Where did we make progress?

TOPIC
intelligent customer Retention using machine leaning for Enchanced Retention of Tele customer churn

What went poorly?
Where did we have problems?
What was frustrating to us or others?
What held us back?

why create customer Retention

when a problem of customer retention

User 2

Find advantages and disadvantages

what a advantages

and what adis advantages

what a problem of creating a project

user 3

how identified problem

very quickly pigonatate

user4

how get a solution

Finaley to find a problems

What ideas do you have?
What ideas do you have for future work together?
Where do you see opportunities to improve?
What has untapped potential?

How should we take action?
What do you believe we should do next?
What specific things should we change?
What should extend beyond this meeting?

Need some inspiration?
See a finished version of this template to kickstart your work.

Open example →

Brainstorming

Advantage

Cheaper then acquisition

- Loyal customer yield higher profile
- More word of mouth referrals

Disadvantages

- Large investment in terms of price and time
- Requirement concerted committed and business cultural

Application

Machine learning algorithm assist tele com network engineering with detecting instances of illegal access fake caller profile and cloning.

Conclusion

Implementing customer churn models in your business form will stop many consumer form leaving and that make more money.

Facture scop

Churn prediction means deleting which customer are likely to leave or to cancel a substruction to a services.