






 KIDALIH /
Phase_three_project



 Code  Issues  Pull requests  Actions  Projects  Wiki  Security  Insights  Setting



★ 0 stars  0 forks  1 watching  Branches  Activity
 Tags

 Public repository

  1 Branch  0 Tags  

















KIDALIH Update README.md

ee9927a · 1 minute ago 

 .ipynb_checkpoints	update of powerpoint	12 minutes ago
 Data	update of data and work book	3 days ago
 Churn Prediction for Telecom...	update of powerpoint	12 minutes ago
 README.md	Update README.md	1 minute ago
 bigml_59c28831336c6604c80...	update of data and work book	3 days ago
 index.ipynb	update of powerpoint	12 minutes ago

 README



Phase_three_project

CHURN PREDICTION FOR THE TELECOMMUNICATION SECTOR

Business Understanding

According to Wikipidea the telecommunications industries within the sector of information and communication technology is made up of all telecommunications/telephone companies and internet service providers and plays a crucial role in the evolution of mobile communications and the information society.

Traditional telephone calls continue to be the industry's biggest revenue generator, but thanks to advances in network technology, telecom today is less about voice and increasingly about text (messaging, email) and images (e.g. video streaming). High-speed internet access for computer-based data applications such as broadband information services and interactive entertainment is pervasive. Digital subscriber line (DSL) is the main broadband telecom technology. The fastest growth comes from (value-added) services delivered over mobile networks.

Business Problem

The telecommunication industry is quite capital intensive and requires recruitment and retention of a wide customer base in order to spread overheads. The industry guidance is that the cost of acquiring a new customer is more than the cost of retaining an existing customer. Consequently, churn prediction ,which is detecting which customers are likely to leave , is imperative because the company can then focus on retention of existing customers who are likely to leave.

Objective

Releases

No releases published

[Create a new release](#)

Packages

No packages published

[Publish your first package](#)

Languages

● Jupyter Notebook 100.0%