

Telco Customer Churn

Telco is a fictional tele-communication company that offers their customers communication services that range from phone, internet, and streaming entertainment to online security, online backup, and device protection. They also provide tech support.

With the rise in competition in the tele-communication space, customers have left Telco and signed up with other tele-communication services. We wish to predict the behavior of customers who left Telco within the last month, also known as “churn.” Understanding customer behavior would enable Telco to develop customer retention programs.

We will analyze the Telco Churn dataset, “WA_Fn-UseC_-Telco-Customer-Churn.csv.”

We will focus on various attributes of each customer in order to predict their behavior. However, our data does not take into account any life circumstances, such as job relocation, that eliminate the need to retain Telco’s services.

The stakeholders to provide key insights would be the CEO of Telco, the VP of customer services, and the VP of customer retention.