**Business case study**

**Background:**

Telecom industry ‘ABC’, which is a leading provider of broadband services is reaching out to you with a concern:

In recent past we have observed that lot of our customers are un-subscribing from the services offered. It would be great if you could help us with identifying the drivers for un-subscription and also can you predict existing customers who are at high risk of un-subscribing in near future? So that we can plan a retention strategy

**Data:**

Customer transaction data base is shared.

**Expectation:**

A power point presentation with actionable insights and suggestions.

un-subscribing