

6414 Group Project - Telecom Customer Churn Modeling

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Explanatory Data Analysis

Overview of the data

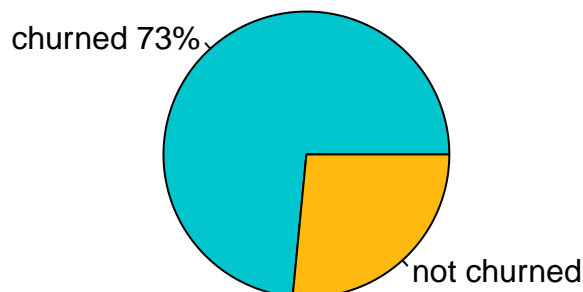
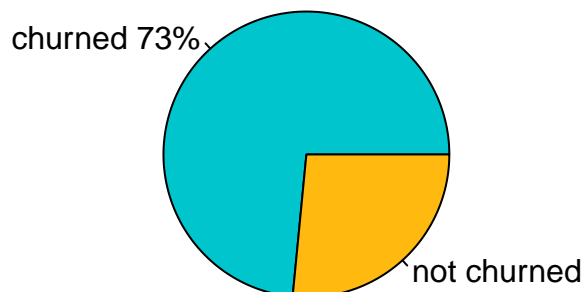
The database has data from 7,043 telecom customers, all located in California (USA). The average tenure of the customers is 32 months with an average churn rate of 59% and an average CLTV of 4,400\$.

Table 1: Demo Table

number observations(#)	7043
average tenure (months)	32
min tenure (months)	0
max tenure (months)	72
average churn rate(%)	59
min churn rate(%)	5
max churn rate(%)	100
average CLTV(\$)	4400
min CLTV(\$)	2003
max CLTV(\$)	6500

Small Margins

Churned vs not churned



Distribution of the data

Histogram of b_nuclei – Median imputation

