Telecom churn Case study

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BUSINESS ANALYTICS

Objective and the Data

- The dataset contains customer-level information for a span of four consecutive months - June, July, August and September. The months are encoded as 6, 7, 8 and 9, respectively.

- The business objective is to predict the churn in the last (i.e. the ninth) month using the data (features) from the first three months. To do this task well, understanding the typical customer behaviour during churn will be helpful.

FINDINGS AND SUGGESTIONS

- Try to offer the better service for the churn customers ,seehow much this impact before and later .Some may useyour service better move them to your active customers.
- Take the feedback and suggestions with in period of timeand improve it strive for better communication.
- When your are taking the any change in plans of yourbusiness just predict the positive and negative share ofthat plan. If it is negative prepare the solution beforeso You can handy easily.

RECCOMENDATIONS

1. TARGET THE CUSTOMERS, WHOSE MINUTES OF USAGE OF THE INCOMING LOCAL CALLS AND OUTGOING ISD CALLS ARE LESS IN THE ACTION PHASE (MOSTLY IN THE MONTH OF AUGUST).

2. TARGET THE CUSTOMERS, WHOSE OUTGOING OTHERS CHARGE IN JULY AND INCOMING OTHERS ON AUGUST ARE LESS.

3. ALSO, THE CUSTOMERS HAVING VALUE BASED COST IN THE ACTION PHASE INCREASED ARE MORE LIKELY TO CHURN THAN THE OTHER CUSTOMERS. HENCE, THESE CUSTOMERS MAY BE A GOOD TARGET TO PROVIDE OFFER.

4. CUTOMERS, WHOSE MONTHLY 3G RECHARGE IN AUGUST IS MORE, ARE LIKELY TO BE CHURNED.

5. CUSTOMERS HAVING DECREASING STD INCOMING MINUTES OF USAGE FOR OPERATORS T TO FIXED LINES OF T FOR THE MONTH OF AUGUST ARE MORE LIKELY TO CHURN.

6. CUTOMERS DECREASING MONTHLY 2G USAGE FOR AUGUST ARE MOST PROBABLE TO CHURN.

7. CUSTOMERS HAVING DECREASING INCOMING MINUTES OF USAGE FOR OPERATORS T TO FIXED LINES OF T FOR AUGUST ARE MORE LIKELY TO CHURN.

8. ROAM_OG_MOU_8 VARIABLES HAVE POSITIVE COEFFICIENTS (0.7135). THAT MEANS FOR THE CUSTOMERS, WHOSE ROAMING OUTGOING MINUTES OF USAGE IS INCREASING ARE MORE LIKELY TO CHURN.

CONCLUSION

- The importance of this type of research in thetelecom market is to help companies make more profit.
- It has become known that predicting churn is one of themost important sources of income to Telecomcompanies.
- Hence, this research aimed to build a systemthat predicts the churn of customers i telecom company.
- These prediction models need to achieve high AUCvalues.
- To test and train the model, the sample data isdivided into 70% for training and 30% for testing.