Customer Churn Analysis & Prediction in Telecom Domain

Introduction

For many companies, finding reasons of losing customers, measuring customer loyalty and regaining customer have become very important concepts. Companies organize various studies and campaigns to avoid losing their customers rather than to obtain new ones.

The telecommunication sector acquires huge amount of data due to rapidly renewable technologies, the increase in the number of subscribers and with value added services. Uncontrolled and very fast expansion of this field causes increasing losses depending on fraud and technical difficulties. Therefore, the developments of new analysis methods have become a must.

Problem Statement:

The goal of this project is to predict which customers are most likely to churn, find patterns in historic data and to train this model.

Value to client:

The ability to predict that a particular customer is at a high risk of churning, while there is still time to do something about it, represents a huge additional potential revenue source for every telecom business. It is always more difficult and expensive to acquire a new customer than it is to retain a current paying customers.

Dataset to be used:

https://www.kaggle.com/blastchar/telco-customer-churn

Methodology:

- Understand business problem
- Translation of business problem
- Data understanding & cleaning
- Exploratory Data Analysis
- Feature Engineering & Selection
- Model building
- Evaluation of the model
- Prediction