TELECOMMUNICATION GROWTH STRATEGIES

LEVERAGING CUSTOMER LIFE-TIME VALUE SEGMENTATION

#Amdari21DaysDataChallenge

#DataSkillsWithOlolade

DATA DESCRIPTION

- *Customer_ID*: Unique identifier for each customer.

- *Gender*: Gender of the customer.

- *Partner*: Indicates if the customer has a partner, either Yes or No.

- *Dependents*: Indicates if the customer has dependents, either Yes or No.

- *Senior_Citizen*: Indicates if the customer is a senior citizen; 1 means Yes, 0 means No.

- *Call_Duration*: Total duration of calls made by the customer.

- *Data_Usage*: Amount of data used by the customer during the same period.

DATA DESCRIPTION

- *Plan_Type:* Type of plan subscribed by the customer (Prepaid/Postpaid).

- *Plan_Level:* Level or tier of the subscribed plan of the customer (Basic/Premium).

- *Monthly_Bill_Amount*: The amount billed to the customer each month.

- *Tenure_Months*: Number of months the customer has been with the company

.
- *Multiple_Lines*: Indicates if the customer has multiple phone lines, either Yes or No.

- *Tech Support*: Indicates if the customer has tech support, either Yes or No.

- *Churn*: Indicates if the customer has churned, either 1 or 0.

PLAN DESCRIPTION

- *Prepaid Premium:* **Flat rate of 126 with tech support and 1 extra line. Lock in period of 24 months.**

- *Prepaid Basic:* **Flat rate of 80 with additional 8 for tech support, additional 12 for 1 extra line.**

- *Postpaid Premium:* **Tech support and 1 extra line, pay as you use. Lock in period of 12 months.**

- *Postpaid Basic:* **Pay as you use with additional 8 for tech support, additional 12 for 1 extra line.**

.