



CONNECTTEL

CUSTOMER CHURN PREDICTION

ABOUT US

ConnectTel is a leading telecommunications company at the forefront of innovation and connectivity solutions.

With a strong presence in the global market, **ConnectTel** has established itself as a trusted provider of reliable voice, data, and Internet services. Offering a comprehensive range of telecommunications solutions, including mobile networks, broadband connections, and enterprise solutions, **ConnectTel** caters to both individual and corporate customers, they are committed to providing exceptional customer service and cutting-edge technology. **ConnectTel** ensures seamless communication experiences for millions of users worldwide. Through strategic partnerships and a customer-centric approach, **ConnectTel** continues to revolutionize the telecom industry, empowering individuals and businesses to stay connected and thrive in the digital age.



PROBLEM OVERVIEW

ConnectTel Telecom Company faces the pressing need to address customer churn, which poses a significant threat to its business sustainability and growth.

The company's current customer retention strategies lack precision and effectiveness, resulting in the loss of valuable customers to competitors.

To overcome this challenge, **ConnectTel** aims to develop a robust customer churn prediction system for which you have been contacted to handle as a Data Scientist. By leveraging advanced analytics and machine learning techniques on available customer data, the company seeks to accurately forecast customer churn and implement targeted retention initiatives.

This proactive approach will enable **ConnectTel** to reduce customer attrition, enhance customer loyalty, and maintain a competitive edge in the highly dynamic and competitive telecommunications industry.

