Customer Retention Case Study

Containing Problem
Statement

AND

Understanding

The Problem statement describes the content for the study and it also identify the general analysis approach. It is the issue that exists in the Literature , theory or practice that loads to a need for the study.

EDA : (Exploratory Data Analysis)

1. EDA is an approach to analyse the data using Visual technique.

2. It is used to discover trends, patterns, or to check assumptions with the help of statistical summary and graphical representation.

EDA steps :

EDA does two main thing.
1. Its help clean up a dataset.
2. It gives you a better understanding of the variables and the relationship between them.

Using Libraries :
1. Python (Python libraries is a collection of function and method that allows you to perform lots of action without writing your own code.
    For Example if you are working with data, numpy , pandas, seaborn, metplotlib.
    Numpy (For array manipulation and algebraic operation.
    Pandas (For data fram)
    Matplotlib and Seaborn (For visualization)
    Shape : Return the number of rows by the number of coloums for my dataset.
    Head : Return the first 5 rows of my dataset this is useful if you want to some ex. Value for each variable.
    Columns : Return the name of all of your columns in the dataset.
    Scatterplot : it is pretty hard to beat correlation heatmap when it comes to data visualization out scatterplots are arguably one of the most useful visualization when it comes to data.

Conclusion:

Switching costs have the greatest impact on the customer retention. The impact of relationship quality is also very signification. Due to the fact that relationship quality is very significant for switching cost as bettering relationship increases emotional lose as result the mobile connected suppliers should follow good relationship with customer as a key factor in order to retain customer.