Telecom Churn Prediction

Overview

Our company wants to determine the likelihood a customer would discontinue their subscription to the services we provide.

Using a dataset containing information collected from each customer a model that predicts the pattern was developed giving insights into the behaviour of current and potential customers.

Business Understanding

Predictions on whether customers retain our services are critical in making projections. Creating a model that assesses the likelihood of our users to depart may serve to better understand the likely causes of their service cancellation.

Data Understanding

The dataset contains a subset of over 3000 entries with information on our clientele. Containing:

- The State and Area code of users
- The account age of users
- Additional services they may have opted for
- Their total usage in minutes and calls
- And, how frequently they had called customer services

Data Analysis

Logistic Regression was used to discern the customer churn rate (likelihood to lose a customer).

It was found that considering the account age, total usage and additional plans, were the most useful in predicting the churn rate

Recommendations

- Incentives that inspire loyalty to our brand would serve to retain customers.
- Occasional discounts on phone calls may serve as incentives, and the records show that avid users are more likely to retain services
- Additional plan options would help to retain customers.

Thank You

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