TELECOM CUSTOMER CHURN PREDICTION

A MAJOR PROJECT REPORT

Submitted by

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Under the Esteemed Guidance of

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in partial fulfillment of the Academic Requirements for the Degree of

BACHELOR OF TECHNOLOGY

DEPARTMENT OF COMPUTER SCIENCE AND ENGINEERING

MALLA REDDY ENGINEERING COLLEGE FOR WOMEN

(Autonomous Institution-UGC, Govt. of India)
Accredited by NBA & NAAC with 'A' Grade, UGC, Govt. of India
NIRF Indian Ranking, Accepted by MHRD, Govt. of India
Band A (6th to 25th) National Ranking by ARIIA, MHRD, Govt. of India
Approved by AICTE, ISO 9001:2015 Certified Institution
AAAA+ Rated by Digital Learning Magazine, AAA+ Rated by Careers 360Magazine 3rd Rank CSR,
Platinum Rated by AICTE-CII Survey, 141 National Ranking by India Today Magazine
National Ranking-Top 100 Rank band by Outlook Magazine, National Ranking-Top 100 Rank band by Times NewsMagazine
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2020-2021

DEPARTMENT OF COMPUTER SCIENCE AND ENGINEERING

CERTIFICATE

This is to certify that the Major Project work entitled "**TELECOM CUSTOMER CHURN PREDICTION**" is carried out by **H.Pooja (17RH1A0575)** in partial fulfillment for the award of **BACHELOR OF TECHNOLOGY** in **Computer Science and Engineering**, Jawaharlal Nehru Technological University, Hyderabad during the academic year 2020-2021.

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External Examiner

DEPARTMENT OF COMPUTER SCIENCE AND ENGINEERING

DECLARATION

We hereby declare that the Major Project entitled "**TELECOM CUSTOMER CHURN PREDICTION**" submitted to **Malla Reddy Engineering College for Women, affiliated to Jawaharlal Nehru Technological University, Hyderabad** (JNTUH) for the award of the **Degree of Bachelor of Technology in Computer Science and Engineering** is a result of original research work done by us.

It is declared that the technical Major Project report has not been previously submitted to any University or Institute for the award of Degree.

Being submitted by

H.POOJA (17RH1A0575)

ACKNOWLEDGEMENT

We feel ourselves honored and privileged to place our warm salutation to our college **Malla Reddy Engineering College for Women** and Department of **Computer Science and Engineering** which gave us the opportunity to have expertise in engineering and profound technical knowledge.

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With Regards and Gratitude

H.POOJA (17RH1A0575)

ABSTRACT

Customer churn has become highly important for companies because of increasing competition among companies, increased importance of marketing strategies and conscious behaviour of customers in the recent years. Customers can easily trend toward alternative services. Companies must develop various strategies to prevent these possible trends, depending on the services they provide. During the estimation of possible churns, data from the previous churns might be used. An efficient churn predictive model benefits companies in many ways. Early identification of customers likely to leave may help to build cost effective ways in marketing strategies. Customer retention campaigns might be limited to selected customers but it should cover most of the customer. Incorrect predictions could result in a company losing profits because of the discounts offered to continuous subscribers.Telecommunication industry always suffers from a very high churn rates when one industry offers a better plan than the previous there is a high possibility of the customer churning from the present due to a better plan in such a scenario it is very difficult to avoid losses but through predictionwe can keep it to a minimal level. A machine learning model is built and this helps to identity the probable churn customers and then makes the necessary business decisions.

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