

# TELECOM CHURN ANALYSIS

## ❖ DESCRIPTION :-

“**Churn**” or “**Customer Attrition**” or “**Customer Churn**” are few of the terms that are used to refer to the situation that occurs when customers stop doing business with the company. The companies are interested in identifying segments of these customers because the price for acquiring a new customer is usually higher than retaining the old one. In this project, we will be using Telecom Customer Churn Dataset to predict the factors that lead to customers changing their network provider.

## ❖ DATA CLEANING AND FORMATTING :-

- As part of data cleaning , we have converted SeniorCitizen numerical variable into Categorical Variable and Tenure value into range of 12 months .
- Checked if there are any NA or blank values in the dataset and have deleted those values.
- Replaced 'No Internet Service' values in OnlineSecurity,OnlineBackup,DeviceProtection,TechSupport,StreamingTV and StreamingMovies columns with 'No' .