# Business Objective

An E Commerce company or DTH (you can choose either of these two domains) provider is facing a lot of competition in the current market and it has become a challenge to retain the existing customers in the current situation. Hence, the company wants to develop a model through which they can do churn prediction of the accounts and provide segmented offers to the potential churners. In this company, account churn is a major thing because 1 account can have multiple customers. hence by losing one account the company might be losing more than one customer.

You have been assigned to develop a churn prediction model for this company and provide business recommendations on the campaign.

Your campaign suggestion should be unique and be very clear on the campaign offer because your recommendation will go through the revenue assurance team. If they find that you are giving a lot of free (or subsidized) stuff thereby making a loss to the company; they are not going to approve your recommendation.

Hence be very careful while providing campaign recommendation.

# Variable Description

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| **Variable** | **Description** |
| AccountID | account unique identifier |
| Churn | account churn flag (Target) |
| Tenure | Tenure of account |
| City\_Tier | Tier of primary customer's city |
| CC\_Contacted\_L1  2m | How many times all the customers of the account has contacted customer care  in last 12months |
| Payment | Preferred Payment mode of the customers in the account |
| Gender | Gender of the primary customer of the account |
| Service\_Score | Satisfaction score given by customers of the account on service provided by  company |
| Account\_user\_cou  nt | Number of customers tagged with this account |
| account\_segment | Account segmentation on the basis of spend |
| CC\_Agent\_Score | Satisfaction score given by customers of the account on customer care service  provided by company |
| Marital\_Status | Marital status of the primary customer of the account |
| rev\_per\_month | Monthly average revenue generated by account in last 12 months |
| Complain\_l12m | Any complaints has been raised by account in last 12 months |
| rev\_growth\_yoy | revenue growth percentage of the account (last 12 months vs last 24 to 13  month) |
| coupon\_used\_l12  m | How many times customers have used coupons to do the payment in last 12  months |
| Day\_Since\_CC\_co  nnect | Number of days since no customers in the account has contacted the customer  care |
| cashback\_l12m | Monthly average cashback generated by account in last 12 months |
| Login\_device | Preferred login device of the customers in the account |