### **Data Collection Methods for Telco Customer Churn Dataset**

The dataset primarily consists of structured data, but in real-world scenarios, data collection for churn prediction can involve multiple methods, including both **structured** and **unstructured** data sources:

#### **1. Structured Data Collection**

Structured data is typically gathered through automated systems and stored in relational databases or data warehouses. Some key collection methods include:

* **Customer Demographics** – Collected during account registration (e.g., age, gender, location).
* **Billing Details** – Extracted from financial transaction logs and payment history.
* **Service Usage Logs** – Captured via automated logging systems that track tenure, internet usage, and subscription details.
* **Call Logs & Interaction Records** – Data recorded from customer service interactions, tracking frequency of inquiries and issue resolution.

#### **2. Unstructured Data Collection**

Unstructured data, though not included in this dataset, can be gathered from various sources to enhance churn prediction models:

* **Customer Support Chats** – Collected from live chat transcripts and call center recordings.
* **Feedback & Reviews** – Extracted from customer satisfaction surveys, social media comments, and online forums.
* **Email & Complaint Logs** – Analyzed using Natural Language Processing (NLP) to detect dissatisfaction trends.

For the **Telco Customer Churn dataset**, structured data is primarily used to predict customer churn based on historical records. However, integrating unstructured data sources could further improve the accuracy of predictive models.