

## Ideation Phase

### Brainstorm & Idea Prioritization Template

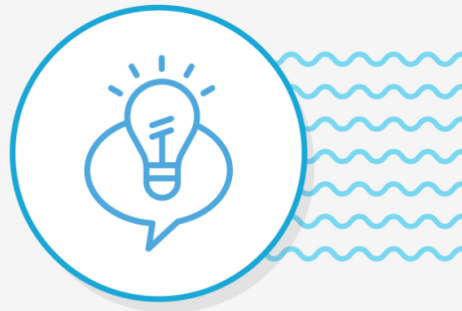
Date	16 March 2023
Team ID	NM2023TMID19128
Project Name	Using Machine Learning for Enhanced Prediction of Telecom Customer Churn
Maximum Marks	3 Mark

#### Brainstorm & Idea Prioritization Template:

Under this activity our team members gathered and discussed various ideas to solve our project problems. Each member contributed 6 to 10 ideas.

After gathering all ideas we have assessed the impact and feasibility of each point. Finally we have assigned the priority based on the impact value.

#### Step-1: Team Gathering, Collaboration and Select the Problem Statement



# Brainstorm & idea prioritization

Use this template in your own brainstorming sessions so your team can unleash their imagination and start shaping concepts even if you're not sitting in the same room.

🕒 **10 minutes** to prepare

🕒 **1 hour** to collaborate

👤 **2-8 people** recommended

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## Before you collaborate

A little bit of preparation goes a long way with this session. Here's what you need to do to get going.

 **10 minutes**

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### **Team gathering**

Define who should participate in the session and send an invite. Share relevant information or pre-work ahead.



### **Set the goal**

Think about the problem you'll be focusing on solving in the brainstorming session.



### **Learn how to use the facilitation tools**

Use the Facilitation Superpowers to run a happy and productive session.

[Open article](#)



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## Define your problem statement

What problem are you trying to solve? Frame your problem as a How Might We statement. This will be the focus of your brainstorm.

 5 minutes

### PROBLEM

**How might we [Using  
Machine Learning For  
Enhanced Prediction Of  
Telecom Customer Churn]**



### Key rules of brainstorming

To run an smooth and productive session



Stay in topic.



Encourage wild ideas.



Defer judgment.



Listen to others.



Go for volume.



If possible, be visual.

## Step-2: Brainstorm, Idea Listing and Grouping

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### Brainstorm

Write down any ideas that come to mind that address your problem statement.

🕒 10 minutes

#### TIP

You can select a sticky note and hit the pencil [switch to sketch] icon to start drawing!

#### ASHWINI T

Highly important for companies because of increasing competition.

To minimize the number of false positives and false negatives

We can train our data on different.

This services provide multipleline,phone services etc..

Payment method electronic check show much higher churn rate.

AUI is provided for the user.

#### SATHISH P

Increased importance of marketing strategies.

To prove a better makeing in order to gain more profitability.

Looking at chur,different resons triggers customers to terminate their contracts.

Churning customer have higher monthly charge with median of ca.80USD

This project contains all data related to customers services.

The data set for this classification problems is taken from kaggle

#### SWETHA H

Customer can easily trend toward alternative services

Length of time a customer has been with the company.

Churn analytics provides valuable capabilities to predict customer churn.

The technique is applied through machine learning to predict the problems

Amachine learning mode can be used to identity the probable churn customer.

We can use pandas and numpy for data handling.

#### MADHANKUMAR S

This projec provides a more comprehensive understanding of the models.

Whether the customer statisfied with our service.

Descriptive analysis is to study the basic features of data with statistical process

Unique value for every feature are printed to the console

Amount of money a customer spends with company.

Companies must develop various strategies

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### Group ideas

Take turns sharing your ideas while clustering similar or related notes as you go. Once all sticky notes have been grouped, give each cluster a sentence-like label. If a cluster is bigger than six sticky notes, try and see if you and break it up into smaller sub-groups.

🕒 20 minutes

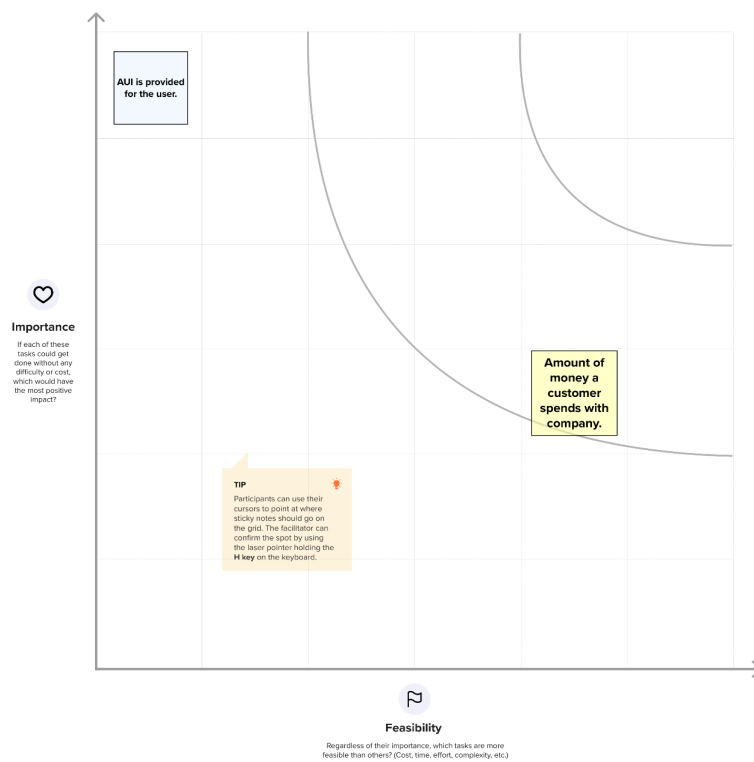
## Step-3: Idea Prioritization

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## Prioritize

Your team should all be on the same page about what's important moving forward. Place your ideas on this grid to determine which ideas are important and which are feasible.

🕒 20 minutes



## After you collaborate

You can export the mural as an image or pdf to share with members of your company who might find it helpful.

### Quick add-ons

- A Share the mural**  
Share a view link to the mural with stakeholders to keep them in the loop about the outcomes of the session.
- B Export the mural**  
Export a copy of the mural as a PNG or PDF to attach to emails, include in slides, or save in your drive.

### Keep moving forward

- Strategy blueprint**  
Define the components of a new idea or strategy.  
[Open the template →](#)
- Customer experience journey map**  
Understand customer needs, motivations, and obstacles for an experience.  
[Open the template →](#)
- Strengths, weaknesses, opportunities & threats**  
Identify strengths, weaknesses, opportunities, and threats (SWOT) to develop a plan.  
[Open the template →](#)

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