**Telecom churn**

No-Churn Telecom is an established Telecom operator in Europe with more than a decade in Business. Due to new players in the market, telecom industry has become very competitive and retaining customers becoming a challenge. In spite of No-Churn initiatives of reducing tariffs and promoting more offers, the churn rate ( percentage of customers migrating to competitors) is well above 10%. No-Churn wants to explore possibility of Machine Learning to help with following use cases to retain competitive edge in the industry. PROJECT GOAL Help No-Churn with their use cases with ML

1. Understanding the variables that are influencing the customers to migrate.
2. Creating Churn risk scores that can be indicative to drive retention campaigns.
3. Introduce new predicting variable “CHURN-FLAG” with values YES(1) or NO(0) so that email campaigns with lucrative offers can be targeted to Churn YES customers.
4. Exporting the trained model with prediction capability for CHURN-FLAG, which can be highlighted in service applications to serve the customer better. help to identify possible CHURN-FLAG YES customers and provide more attention in customer touch point areas, including customer care support, request fulfilment, auto categorizing tickets as high priority for quick resolutions any questions they may have etc.

Results: Building ML model to predict the churn rate of the customers.

Using XGboost to classify the Churn and Created Churn risk rate.

Improved the business by identifying the possible churn and reduced the churn rate to 8percent from 15 percent.