

## **Telecom-churn-case-study-insights**

We can see most of the top predictors are from the action phase, as the drop in engagement is prominent in that phase

Some of the factors we noticed while performing EDA which can be clubbed with these insights are:

1. Users whose maximum recharge amount is less than 200 even in the good pahse, should have a tag and re-evaluated time to time as they are more likely to churn
2. Users that have been with the network less than 4 years, should be monitored time to time, as from data we can see that users who have been associated with the network for less than 4 years tend to churn more
3. MOU is one of the major factors, but data especially VBC if the user is not using a data pack if another factor to look out

The top 10 predictors are:

Features:

1. loc\_og\_mou\_8
2. total\_rech\_num\_8
3. monthly\_3g\_8
4. monthly\_2g\_8
5. gd\_ph\_loc\_og\_mou
6. gd\_ph\_total\_rech\_num
7. last\_day\_rch\_amt\_8
8. std\_ic\_t2t\_mou\_8
9. sachet\_2g\_8
- 10.aon