Capstone Project Submission

Instructions:

i) Please fill in all the required information.

ii) Avoid grammatical errors.

Team Member's Name, Email and Contribution:
Shubham Srivastava: **E-Mail-** shubham.mach30@gmail.com • Loading Dataset • Data Inspection • Encoding Categorical Features • Exploratory Data Analysis • Conclusion
Please paste the GitHub Repo link.
Github Link:- https://github.com/Shubhamverse/telecom_churn_EDA **Drive Link:-** https://drive.google.com/drive/folders/1jRuVGSRfZZWHesVK2WGPqYQnJMbqww8D?usp=sharing
Please write a short summary of your Capstone project and its components. Describe the problem statement, your approaches and your conclusions. (200-400 words)

In this EDA Project, we were provided with dataset i.e. Telecom Churn.
As the first step, perform Data Inspection after the loading of Dataset through which we get to know the summary of data, shape of data, null value count in data and detail about datatype of columns.

Next, convert categorical data to numerical datatype(1 or 0) because machine cannot read categorical datatype. Then make new column named Total charges which is summation of total day charge, total eve charge, total night charge and total international call charge .We can also remove redundant or highly correlated columns such as (Total day minutes and Total day charge), (Total eve minutes and Total eve charge), (Total night minutes and Total night charge) and lastly (Total intl minutes and Total intl charge).

Then, explore the relationship between churn and other columns with the help of visualization tools such as scatter plot, barplot etc.

Finally, we derive conclusion based on results shown through plots such as we should improve our customer service feature because customer churn increases as the number of times a customer calls to customer service.
And those who have opted for International or Voicemail plan show less tendency of churning.
And customer retention policy should focus more on customers who spend less time on calls.