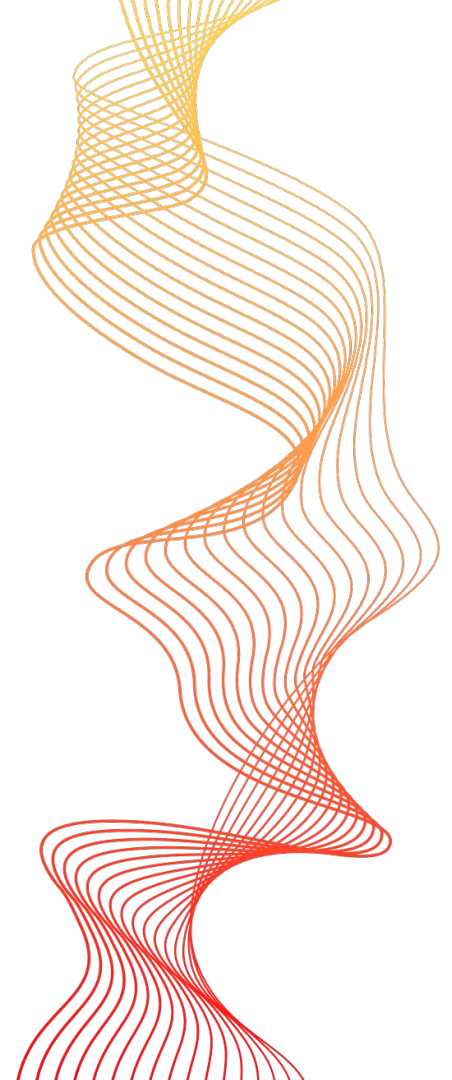




# Telecom Customer Churn Analysis

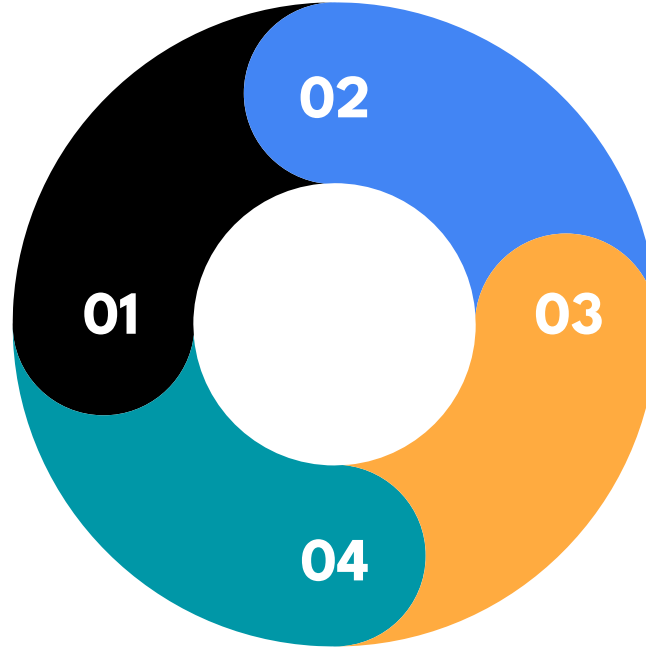
An overview of the telecom customer churn analysis project and its objectives



# Introduction

Telecom industry is highly competitive

Annual churn rate:  
15-25%



Retaining existing customers is more important than acquiring new ones

Objective: Predict high-risk churn customers



# Data Analysis

- Dataset: Customer Level data for 4 months
- Objective: Predict churn in the 9th month
- Important factors for churn prediction
- Data preparation steps



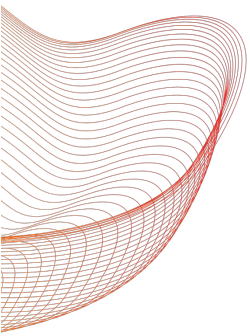


# Data Preparation

Deriving new features

Filtering high-value customers

Tagging churners and removing  
churn phase attributes





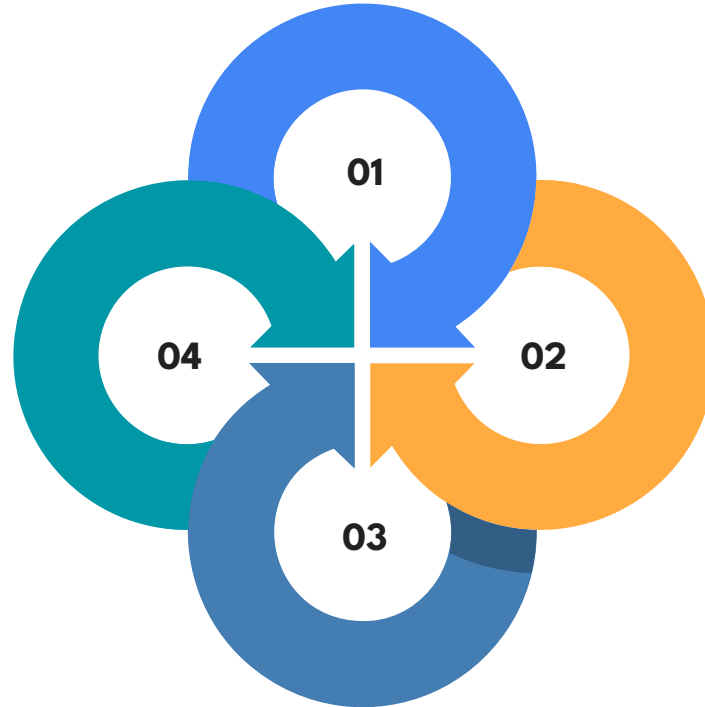
## Modeling

- Building predictive churn models
- Purposes of the predictive model
- Handling class imbalance
- Steps to build the model

# Identifying Important Variables

Using logistic regression or  
tree model

Building a model to identify  
predictor attributes



Visualizing important  
predictors

Goal: Understand indicators  
of churn



## Recommendations

- Strategies to manage customer churn
- Based on observations
- Retention plans, special offers, discounts





**Thank you for your time and attention 😊**