**Telco Customer Churn**

TEAM7: Bug Tornado

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1. Research Topic

The Telco customer churn data contains information about a fictional telco company that provided home phone and Internet services to 7043 customers in California at the end of 2017 Quarter 3. It indicates which customers have left, stayed, or signed up for their service. Multiple important demographics are included for each customer, as well as a Satisfaction Score, Churn Score, and Customer Lifetime Value (CLTV) index.

Studying such data can help companies identify the characteristics of lost customers, identify potential, soon-to-be-lost customers and develop appropriate strategies to retain them.

1. SMART Question（not final version）

What are the main influencing factors of customer churn?

- Does higher monthly charge increase the possibility of customer churn?

- Does tenure correlate with the probability of customer churn?

- Which type of Internet service is losing the most customers under?

- Which age group is losing the most users?

- Are monthly subscribers more likely to churn than annual subscribers?

- Does Partners and Dependents status significantly affect customer churn rates?

How do these influencing factors affect customer churn rates?

Which users in the dataset are about to churn in the next quarter?

1. Source of Dataset & Number of Observations

Source of Dataset：The source of the data is IBM Business Analytics Community, compiled by the kaggle competition website as follows: <https://www.kaggle.com/blastchar/telco-customer-churn>

Number of Observations ：7043 complete observations

Number of variables: 21

1. GitHub Repository

<https://github.com/ZihanYe-Rutgers/6101-Midterm-Project-Group-7>