**CHURN ANALYSIS FOR CRICKET:**

**Churn Analysis:**

Customer Churn refers to when a customer (player, subscriber, user, etc.) ceases his or her relationship with a company. Churn analysis is the process of using data to understand why the customers have stopped using the product or the service. Online businesses typically treat a customer as churned once a specific amount of time has elapsed since the customer’s last interaction with the site or service. The full cost of churn includes both lost revenue and the marketing costs involved with replacing those customers with new ones. Reducing churn is a key business goal of every online business.

In terms of sports, it means ‘getting out or dismissed’ while batting due to any reasons like severe back pain, accidents on the pitch, etc.

**Prediction in Churn Analysis:**

Churn analysis is used to understand why a customer (player, etc.) ceases to use the product or service. In terms of sports, it means that why a player got out/dismissed while batting.

Though churn analysis is widely used, now-a-days prediction has also increased its role in churn analysis. The ability to predict that when a player will get out/dismissed in cricket, sharply increases the chance to take decision on that matter, increasing the chance of winning. Also, it saves resources.

We can apply Machine Learning for predicting churn rates on the huge data, to get as near accurate prediction as possible.

There are many techniques for predicting churn rate through ML:

* Kaplan-Meier Estimate
* Nelson Aalen Fitter
* Cox Proportional Hazard Regression Model
* Survival Regression