Assignment. 1

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Understanding the problem:

 The problem is the high customer churn rates and wants to understand the main factor causing customers to leave.

Data collection:

we found that the customers leave because of many things like

- ➢ High pricing and value
- ➢ Poor service
- ➢ Poor communications
- ➢ Lack of features

Data preprocessing:

prepare the dataset for analysis by handling missing values, standardizing formats, and removing irrelevant data.

Exploratory data analysis (EDA):

- ➢ Descriptive **Statistics**: Compute basic statistics (mean, median, mode, variance) for numerical features.
- ➢ **Distribution Analysis**: Plot histograms and boxplots to understand the distribution of numerical variables.
- ➢ **Categorical Analysis**: Use bar charts for categorical features to see counts of each category.

Modeling:

Build a machine learning model to predict churn and identify risk customers

Evaluation:

Test the model for many times to see if it can be represented or not

Deployment and Monitoring:

Test the model in real time churn prediction and see the accuracy

See the feedback and take the final decision.

Marketing plan

We will divide 3 months into 6 parts each part 15 days.

First 15 days

➢ Start with advertisement on tv and social media

Second 15 days

➢ The first offer and it is 50 % on every subscription

Third 15 days

➢ Make new service and features

Forth 15 days

➢ Make the services and features stronger than ever

Fifth 15 days

➢ Increase the prices gradually

Last 15 days

➢ Make the new subscription increase 80% profit of its real price
➢ At the last day in the 3 months increase the 80% to 90%

Now you can bring back your customers and make them pay more than ever