Project Proposal and Dataset Submission

1. **Dataset**

   Domain: Telco Industry

   Data Dictionary

Dataset Name	Telco Customer Churn
Dataset Size	977.5 kB
Date of Release	Feb 10, 2018
No. of Attributes	21
No. of Records	7043
Data Source Provider	https://www.kaggle.com/datasets/blastchar/telco-customer-churn/
Data Privacy	Publicly Available
Notes	This data set provides Customer churn statistics of a telco company
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Team members	BlastChar , Naresha Bhat, atindrabandi, Faraz Rahman

   Data Attributes

Attribute	Data Type	Attribute	Data Type
customerID	Categorical Nominal	DeviceProtection	Categorical Nominal
gender	Categorical Nominal	StreamingTV	Categorical Nominal
SeniorCitizen	Categorical Nominal	StreamingMovies	Categorical Nominal
Partner	Catagorical Nominal	Contract	Catagorical Nominal
Dependents	Catagorical Nominal	PaperlessBilling	Catagorical Nominal
tenure	Metric discrete	PaymentMethod	Catagorical Nominal
PhoneService	Catagorical Nominal	MonthlyCharges	Metric continuous
MultipleLines	Catagorical Nominal	TotalCharges	Metric continuous
InternetService	Catagorical Nominal	Churn	Catagorical Nominal
OnlineSecurity	Catagorical Nominal		
OnlineBackup	Catagorical Nominal		

   Beneficiary of the analysis

   The Telco Company that the dataset is taken from, The board of directors and CEO

   Research Questions to be Explored

   What are the main factors that have contributed to customer churn. Does the background of the customer seem have affected for churning. If so what kind of customers are more prone to churn

   Expected deliverables/outcome

   Identify which factors have caused the customer churn most. Identify which type of customers have churned if there is any relationship between churning and customer background. What factors must be improved for prevent such scenarios.

   Assumptions or disclosure

   Customer service provided by employees are not considered for the analysis.