Springboard DSC Capstone Project 1:
Identifying Telecom Customers that are Likely to Churn

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Problem:

For most businesses, new customer acquisition is an expensive and labor-intensive effort. While this is critical for the early stages of a business, once a customer base is built, there should be increased effort in customer retention. Happy, current customers are vital: they reduce the expenditure on marketing, they provide free word of mouth advertising, they are more likely to provide valued feedback and are more likely to pay for premium features/products.

Churn is the metric used to measure customer retention typically measured as rate at which customers stop subscribing to a service.

For my Capstone Project 1, I will build models to estimate the probability of a customer will stop subscribing to a service. Using these models, I plan to infer what the profile of a churn customer is. This project will help subscription-based businesses identify customers that are prone to churn and make more informed decisions on how they may retain these individuals.

Data Set:

https://www.kaggle.com/blastchar/telco-customer-churn

Approach:

For this project, I will be using supervised classification algorithms to classify customers according to whether they churn or not.

Deliverables:

- Python code posted on Github in the form of Jupyter notebooks
- Slide deck presentation