**Project Proposal**

1. **Title of the Project**

**Telco Customer Churn Prediction**

1. **Brief on the project:** A brief report that describes the idea for a project, the work you intend to perform. In particular, it should identify the project type, the problem you plan to address, the motivation for why you find the problem important or interesting, any previous work you already know about, and a rough tentative approach to solving the problem.

* **Churn is a one of the biggest problems in the telecom industry.**
* **Research has shown that the average monthly churn rate among the top 4 wireless carriers in the US is 1.9% - 2%.**
* **churn refers to the number of customers who stop using a company's products or services over a period of time.Customer churn refers to the percentage of customers who stop using a company’s service during a given timeframe.**
* **It can happen for various reasons including dissatisfaction with the product, better offers from competitors or changes in customer needs.**

1. **Deliverables of the project:** A high-level description of the general approach you will use to address the problem. This should include how you will evaluate and what evidence you are planning to gather (e.g. how you can solve the problem through experiments on data)

* List of questions your model/problem are designed to answer
* Details of the model , important findings, expecting observations and outcome
* **To create a classification filter (Using all classification models and compare their performances) to determine Churn from Telecom dataset.**
* **Compare the performance of the filters.**
* **Reducing churn is particularly important in competitive industries as acquiring new customers can often be more expensive than retaining existing ones**
* **"churn 0" represents a customer who has not churned (meaning they are still actively using a service),**
* **while "churn 1" indicates a customer who has churned (stopped using the service)whether or not the customer left the bank. (0=No,1=Yes)**
* **Model will be evaluated by classification/Logistic Regression**

1. **Resources**
   * **Data set source:** The report should also discuss sources of real-world data for your chosen application or how you plan to obtain real-world data. URL of the data set also should include in the report
   * **Software**: Software you will choose to solve the problem.-**Jupyter**
   * **References**:Include 1-3 relevant papers which already discussed same/similar problems. (not compulsory)
2. **Individual Details:** Names, E-mail Id and Phone Number

[**https://www.kaggle.com/datasets/blastchar/telco-customer-churn**](https://www.kaggle.com/datasets/blastchar/telco-customer-churn)

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1. **Milestones**

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| **Milestones** |
| Define a problem |
| Understanding the business problem |
| Get the Data |
| Explore and pre-process data |
| Choosing the python platform |
| Create Features |
| EDA |
| Create Model |
| Model Evaluation |
| Report Writing |
| Project submission |