

Capstone Project Submission

Instructions:

- i) Please fill in all the required information.
- ii) Avoid grammatical errors.

Team Member's Name, Email and Contribution:

1) Ankit Sharma

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- Data Sorting
- PPT and Technical Documentation
- Bar plot and Heatmap
- Data sorting

2) Mayur K. Choudhari

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- Project Summery Template
- Project submission template
- Data Sorting
- Data Visualization
- PPT and Technical Documentation
- Bar plot and Heatmap

3) Arun Aherkar

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- Multivariate Analysis
- Data Sorting
- Data Visualization
- Box Plot and Line Plot
- PPT and Technical Documentation

4) Appasaheb Thorat

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- Feature Analysis
- Data Sorting
- Approach towards multiline graph
- PPT and Technical Documentation
- Histogram Plot

5) Mahesh Patil

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- Framework of project
- Data Sorting
- Data Visualization
- PPT and Technical Documentation
- Pie Plot and Line Plot

Problem Definition:

Customer churn shifting from one service provider to another service provider in the market. Customer churn is a key challenge in highly competitive markets and is very much observed in telecommunication sector. Customer churn are those targeted customers who have decided to leave a service provider, product, or even a company and shifted to other competitor in the market.

EDA on the given dataset:

From the dataset we understand that

- There is no null value in the given dataset.
- State columns consist of 51 unique states.
- Total 20 columns with values such as float, integer, Boolean and objects.
- Dependent variable should be considered as "**Churn**".
- Graphical representation according to the various columns and with manipulation with columns.

From the above analysis we observed that customers who use more minutes in days have tendency to churn same for international customers users and the state with high churn percentage are NJ and CA states but looking into Calls done for customer care are very less. Means customers are not calling to customer care and moved towards churn. In addition to that when customer placed a request for churn customer care should approach to them and solve the problem.

Conclusion:

From the given data and after the EDA and comparison with all the elements we can say that there are some factors which company should take care in consideration.

- States with high percentage of churn rate approaching towards customer service center. Instead of port request is put by some customers, customer service should approach approach to them.
- People with international plan who use more international minutes are moving towards churn.
- Due to high day charges people who use day minutes more are moving towards churn. As of that we would like to suggest take a fix price for all types of times or lower the charges for day and increase for evening and night.
- For a telecom company it is necessary to approach towards customers on ground level and within certain period launch new schemes and offers.
- States where customers churn rate is high increase advertisement in that area and increase customer service centers.

Recommendations:

- Try to offer better service for churn customers, see how much this impact before and after. Some may use your service better move them to your active customers.
- take a feedback and suggestions with in period of time and improve it, strive for better communication.
- When you are taking the any change in plans of your business just predict the positive and negative share of that plan. If it is negative prepare the solution before so you can handle easily.
- Lean into your best customers.
- Offer Incentives.
- stay competitive.

Please paste the GitHub Repo link.

Github Link:-
https://github.com/ankit980/Capstone_Project_EDA_Telecome_Churn.git

Please write a short summary of your Capstone project and its components. Describe the problem statement, your approaches, and your conclusions. (200-400 words)

