**Project 1**

**Churn Prediction in Telecom Industry using Logistic Regression**

**Conclusion :**

* The main reason for Churn is that the customers are expecting quality because majority of churn customers are without Online security, Tech Support,Device protection, Online Backup. If discount or free service is provided to above features, then there is the chance of retaining the customers
* And also there is need to increase the subscriptions for TVStreaming and StreamingMovies. So, Both combined **TVStreaming + StreamingMovies Combo pack** should be provided as an offer instead of providing them separately. So, customers can satisfy by purchasing both in reasonable price which minimises the churn.