Project Name - Churn reduction

Deadline - 15 Days

Project Description -

Churn (loss of customers to competition) is a problem for companies because it is more expensive to acquire a new customer than to keep your existing one from leaving. This problem statement is targeted at enabling churn reduction using analytics concepts.

Data Sets -
1) Test_data.csv
2) Train_data.csv

Problem statement -

The objective of this Case is to predict customer behaviour. We are providing you a public dataset that has customer usage pattern and if the customer has moved or not. We expect you to develop an algorithm to predict the churn score based on usage pattern. The predictors provided are as follows:

- account length
- international plan
- voicemail plan
- number of voicemail messages
- total day minutes used
- day calls made
- total day charge
- total evening minutes
- total evening calls
- total evening charge
- total night minutes
- total night calls
- total night charge
- total international minutes used
- total international calls made
- total international charge

- number of customer service calls made

Target Variable :
move: if the customer has moved (1=yes; 0 = no)

Deliverables :

1) Code written in both R and Python
2) Example of output with a sample input.
3) Comprehensive project report (please take reference from this sample project report)

Evaluation Basis

This project will be evaluated on following basis -

1) **Quality of R and Python code -** Your R and Python code should be highly optimized according to industry standards taught to you in your curriculum.

2) **Project report -** Your project report should be detailed and comprehensive as given in the sample.

3) **Originality of code -** Your code will be checked for plagiarism and if it's not original, it will be discarded with a negative skill score.

Warning - Do not submit incomplete projects or projects that are not running. They will result in negative skill score. Also, you are not allowed to seek help from discussion board or any individual at all. Taking such help will be considered plagiarism and will violate the terms and conditions associated with project stage on edwisor.com