

Business Recommendations

Based on the analysis of our logistic regression model with RFE, here are some business ideas to improve churn rate:

1. **Roaming Offers**: Provide personalized roaming packages to frequent roamers.
2. **Local Call Promotions**: Offer competitive rates and bonuses for local calls.
3. **Data Recharge Strategies**: Promote data packs with targeted marketing campaigns.
4. **High-Value Recharge Incentives**: Offer discounts for high-value recharges to retain customers.
5. **Service Engagement Initiatives**: Enhance engagement through loyalty programs and personalized offers.
6. **Retention Campaigns**: Target customers with low recharge activity with special offers.
7. **Non-Data User Promotions**: Encourage non-data users to try data services with bundle offers.
8. **Night Pack Revival**: Revive night pack usage through attractive offers and incentives.

Implementing these strategies can effectively reduce churn and improve customer retention in your telecom business.