iNeuron

Project Title	Churn Analytics
Technologies	Business Intelligence
Domain	Telecom
Project Difficulties level	Intermediate

Problem Statement:

This industry has a **unique set of challenges** from the technology front and the customer demands due to its wide range of sectors. Telecom industry consists of a set of sectors like wireless communication, satellite communication, Internet Service Provider etc.The primary objective is on the churn in telecom industries to accurately estimate the customer survival and customer hazard functions to gain the complete knowledge of churn over the customer tenure.

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Churn Model helps identifying customers who are most likely to switch to different eCommerce website. Once identified the companies can take actions in order to keep its existing customers. Now the question is, how does Churn model identify these customers? The model can be used to calculate the churn rate and depending on the nature of business, different metrics can be used. Few common metrics are -

- Number of customers lost
- Percent of customers lost
- Value of recurring business lost
- Percent of recurring value lost

Dataset:

https://drive.google.com/file/d/1KZHxykGyav_-oyzYvsvZmepubAQbEgth/view?usp=drivesdk

Approaches:

Python, R or you can use any tools and techniques as per your convenience. We would appreciate your valid imagination in finding solutions

Project Evaluation metrics:

Code:

- You are supposed to write a code in a modular fashion
- Safe: It can be used without causing harm.
- Testable: It can be tested at the code level.
- Maintainable: It can be maintained, even as your codebase grows.
- Portable: It works the same in every environment (operating system)
- You have to maintain your code on GitHub.
- You have to keep your GitHub repo public so that anyone can check your code.
- Proper readme file you have to maintain for any project development.
- You should include basic workflow and execution of the entire project in the readme file on GitHub
- Follow the coding standards: https://www.python.org/dev/peps/pep-0008/

Database:

- You are supposed to use a given dataset for this project which is a Cassandra database.
- https://astra.dev/ineuron

Submission requirements:

High-level Document:

You have to create a high-level document design for your project. You can reference the HLD form below the link.

Demo link:

HLD Document Link

Low-level document:

You have to create a Low-level document design for your project; you can refer to the LLD from the below link.

Demo link:

Low Level Design Sample document link

Architecture:

You have to create an Architecture document design for your project; you can refer to the Architecture from the below link.

Demo Link:

Architecture Document Link

Wireframe:

You have to create a Wireframe document design for your project; refer to the Wireframe from the below link.

Demo link

Wire-frame link

Project code:

Click here to enter text.

You have to submit your code GitHub repo in your dashboard when the final submission of your project.

Demo link

Project code sample link :

Detail project report:

You have to create a detailed project report and submit that document as per the given sample.

Demo link

DPR sample link

Project demo video:

You have to record a project demo video for at least 5 Minutes and submit that link as per the given demo.

Demo link

Project sample link :

The project LinkedIn a post:

You have to post your project detail on LinkedIn and submit that post link in your dashboard in your respective field.

Demo link

Linkedin post sample link :