Capstone Project Submission

Team Member's Name, Email and Contribution:

The Team Member's of this Capstone project are **Girija Prasanna Swain** and **Sibani Choudhury.**
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Contributor Roles:
1. **Girija Prasanna Swain**
   - Preview Data
   - Check total number of entries and column types
   - Check the null values
   - Check any duplicate entries
   - Plot distribution of numeric data
   - Plot distribution of categorical data
   - Analyse time series of numeric data

2. **Sibani choudhury**
   - Understanding the data
   - Check the descriptive statistics of numeric data
   - Check the various attributes of data like shape(rows and cols), null values , unique values
   - Find the categorical and numeric data and plot the distribution
   - Analysing the number of churn customers by both categorical and numerical data
   - Plot the correlation between the variables and churn

Please paste the GitHub Repo link.

Github Link:- https://github.com/Link/to/Repo

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

Orange S.A., formerly France telecom S.A., is a French multinational telecommunications corporation. The Orange Telecom's Churn Dataset, consists of cleaned customer activity data, along with a churn label specifying whether a customer cancelled the subscription. The dataset consists of 3333 rows and 20 columns. There are no missing data and duplicate data and we got this information by the data cleaning process.

Customer churn occurs when customers stop doing business with a company. As the cost of retaining an existing customer is far less than acquiring a new one, maintain a healthy customer base is important for the success of any business.

In the column wise analyze we compared different columns for there churn rate. It shows that 2850 customers are loyal and only 483 customers are churned. Despite having more calls made during the day we can see that users do not spend longer time on the calls in the morning and they also tend to talk for longer time at the afternoon. The charges are less at the night time in comparison with the evening.

The users who are availing international plan are more consistence with there churned rather to the ones who did not avail in any of the services. The customers who are having the international plan are found to churn more frequently compare to others. Customers having four or more customer service calls churn more than four times with respect to other customers.
To reduce the customer churn we have to be active in communication with the customers and often ask and look for the feedback and services for them and we also try to look for the best customers on whom we can rely upon. To create a greater impact through reducing the customer churn solving the poor network connectivity issues will be one of the best possible ways in order to remain competitive for a longer period of time.