

Project Telecommunication Customer Churn



Problem Statement

All over the world, Numerous telecom companies are present. To keep up in the competition and expand their business client have to invest in the market. But, due to increasing competition, company is facing severe loss of revenue and loss of potential customers. So, the client wants to find out the reasons of losing customers by measuring customer loyalty to regain the lost customers.

Prepare PPT clearly mentioning about the approach you have taken, insights derived and what the final recommendations are?

Sr. No.	Attribute Name
1	State
2	Account Length
3	Area Code
4	Phone Number
5	International Plan
6	Voice mail Plan
7	Number Vmail messages
8	Total Day Calls
9	Total Day Charge
10	Total Eve Calls
11	Total Eve Charge
12	Total Night Calls
13	Total Night Charge
14	Total Intl Calls
15	Total Intl Charge
16	Customer Service Calls
17	Churn