Assignment 1: Customer Churn Prediction for Tele Company

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Introduction

In today's competitive telecommunications industry, retaining existing customers is as crucial as acquiring new ones. Customer churn, the rate at which customers discontinue their service, presents a significant challenge for Tele, a telecommunications company seeking to improve customer loyalty and reduce turnover.

Business Scenario

A Tele company, has been facing high customer churn rates and wants to understand the main factors causing customers to leave. As a junior data scientist, you've been given a dataset with customer information, including demographics, account details, services used, and churn status.

Your Task

Mention the Data Science workflow with your takes in each step to likely reduce a customer churn in the next 3 months.