Predicting Churn for one of the Telecom Company

Customer Churn Overview

Companies invest significantly to acquire new customers. So, after acquisition, companies would like these customers to stay long and be loyal. Companies also make investments to keep engaging with these customers continuously and ensure they are happy and satisfied with their offerings. Losing customers mean loss of investment and loss of possible future revenue.

So, it is important for companies to infer early signs of a customer about to churn and engage or offer incentives to retain them. But as targeting each customer is not possible, companies can take advantage of analytics to predict if a customer high probability of churning. A possible intervention can be made to retain the customer.

For this exercise, we have taken the data from below link:

- https://www.kaggle.com/becksddf/churn-in-telecoms-dataset/version/1

List of columns in Data Set:
state
account length
area code
phone number
international plan
voice mail plan
number vmail messages
total day minutes
total day calls
total day charge
total eve minutes
total eve calls
total eve charge
total night minutes
total night calls
total night charge
total intl minutes
total intl calls
total intl charge
customer service calls
churn