Telecom Churn Rate ML Project

Business case

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| Project Name | Telecom Churn Rate ML Project |
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| Client | No-Churn Telecom |
| Description | Predict the churn customers. |
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# Executive summary

No-Churn Telecom is an establish Telecom operation in Europe with more than a decade in Business. Due to new players in the Market, telecom industry has become very competitive and retaining customers becoming challenge.

In spite of No-Churn initiative for reducing tariffs and promoting more offers, the churn rate ( percentage of customers migrating to competitors) is well above 10%.

No-Churn wants to explore possibility of Machine Learning to help with following use cases to retain competitive edge in the industry.

# Reasons

1. No-Churn Telecom has churn rate of above 10% which is not healthy to company’s sustainability.
2. The factors affecting the churn rate is not clear.

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# Expected benefits

1. Understanding the variables that influencing the customers to migrate.
2. Creating Churn risk scores that can be indicative to drive retention campaigns.
3. Introduce new predicting variable “CHURN-FLAG” with values YES(1) or NO(0) so that email campaigns with lucrative offers can be targeted to Churn YES customers.

# Timescale

Project duration is estimated as 2(two) months starting on 16th Nov 2018.

Estimated billable man-days: 100

Delivery deadline is set at 15th Jan 2019.

# Costs

Project billing is time and material with estimated cost of USD 100k.

# Investment appraisal

The project delivery is trained machine learning model that can predict the customer with high churn probability.

The model is expected to reduce churn rate by 5% . This is estimated to affect the bottom-line with net USD 200k per annum increase.

The breakeven of this project is 6 months considering all benefits.

# Major risks

No Major risks perceived.