

Capstone Project Submission

Instructions:

- i) Please fill in all the required information.
- ii) Avoid grammatical errors.

Team Member's Name, Email and Contribution:

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What is Churn Prediction?

Churn prediction is analytical studies on the possibility of a customer abandoning a product or service. The goal is to understand and take steps to change it before the costumer gives up the product or service.

OBJECTIVE:

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, maintaining a healthy customer base is important for the success of any business

The main objective of project is to :

- Finding factors which influence customers to churn.
- Retain churn customers by applying strategy and providing offers based on influencing factors.
- Control churn rate and improve their image in the market.

DATA SET GIVEN:

- 1) There is no null value in the data set.
- 2) Total 20 columns with values such as float, integer, Boolean and object.
- 3) Dependent variable should be considered as Churn
- 4) By manipulation of columns we can find average price for day, evening, night, international

Conclusion:

- 1) The four charge fields are linear functions of the minute fields.
- 2) The area code field and/or the state field are anomalous, and can be omitted.
- 3) Customers with the International Plan tend to churn more frequently.
- 4) Customers with four or more customer service calls churn more than four times as often as do the other customers.
- 5) Customers with high day minutes and evening minutes tend to churn at a higher rate than do the other customers.
- 6) There is no obvious association of churn with the variables evening calls, night calls, international calls, night minutes, international calls

Please paste the GitHub Repo link.

Github Link:- <https://github.com/harshaguntaka/readme.md>

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