

TELECOM CHURN PREDITION RESULTS:

Objective: Analyzing data from a telecom operator to determine the best way to retain high value customers

Solution: We found the following things that the firm would need to do to retain customers:

- During the last month, customers with high chance of churning have low rates of outgoing calls and have high rates of incoming calls from other operators which may influence their decision to switch.
- During the “good” months, customers with high chance of churn use more temporary measure instead of opting for full internet plans like satchets

We recommend targeting such customers to keep them from churning.