

### Summary and Recommendations -

1. Customer whose incoming calls in the month of August i.e. 'ic\_others\_8' has reduced should be kept in focus as they are more likely to churn.
2. In the similar fashion, Customers whose 3G data usage has come down in the month of August should be targeted.
3. Target the customers whose minutes of usage of incoming and outgoing calls have decreased in August.
4. All the attributes related to data usage help track the behavior of customer. Attributes such as monthly\_2g\_6, monthly\_2g\_8, monthly\_3g\_6 have negative coefficients. As the values of these attributes reduce, they result in increase of churn probability.
5. 'roam\_og\_mou\_8' has high positive coefficient. The customers whose roaming outgoing minutes of usage is more, they are more likely to churn. This might be due to customer moving to a different state and leaving out on the old number and switching to a new network.
6. Increase in 'vol\_3g\_mb\_7' is resulting in churning of customers. The customers whose usage of 3g data is more are likely to churn. Company should look into the volume of data offered for paid price and check if it is in the similar range with the competitors.

### Business Implications –

Following the above recommendations the business can expect to see a lower churn rate and a substantial increase in the retention of its customers.