**CASE STUDY TOPIC - ANALYZING CUSTOMER ATTRITION**

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BACKGROUND

Customers are the life force of every business and in this competitive era finding a new customer is as difficult as retaining an old one. Hence analyzing customer data proves essential for a company to understand it’s customer’s need and reduce customer attrition. Customer attrition is the term used for loss of customers. One of the industries in which analyzing customer attrition proves to be profitable is the telecom industry. In this case we will be evaluating the customer information of Telco industry to analyze their customer defection and the factors that affect it.

DATA COLLECTION

We will be using the customer data for Telco Industry.

* The data includes basic information about the customer like their customerID, gender, if they have dependents, tenure.
* The services the customers have opted for is reflected using PhoneService, InternetService, OnlineSecurity, OnlineBackup, DeviceProtection, StreamingTV.
* Their billing information is included in the Contract, PaperlessBilling, PaymentMethod, MonthlyCharges, TotalCharges columns.
* Churn attribute informs about the customers who have left within the previous month.

PROBLEM STATEMENT

The aim of this case study is to identify the features that affect customer turnover in Telco. Secondly, to predict the tenure around which a customer is most likely to drop out of service.

POSSIBLE SOLUTION

Deriving intelligence from the data will help the service provider understand their customers better and enable them to customize the billing plans according to their customers flexibility. It will help them distinguish between the customers they need to work on for retention and provide their most profitable customers with suitable benefits.