**Capstone Project Submission**

**Instructions:**

i) Please fill in all the required information.

ii) Avoid grammatical errors.

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| **Please write a short summary of your Capstone project and its components. Describe the problem statement, your approaches and your conclusions. (200-400 words)** |
| The main goal of our project is to develop an understanding of the cause of customer churn which assists telecom operators to predict customers who are most likely subject to churn, and what to do to retain the most valuable customer.  Jeff Bezos once said, “*We see our customers as guests to a party, and we are the hosts. It’s our job every day to make every important aspect of the customer experience a little bit better*“. Improving customer retention is a continuous process, and understanding churn rate is the first step in the right direction.  The churn rate is very important in the telecommunications industry (wireless and cable service providers, satellite television providers, internet providers, etc). The churn rate in this use case provides clarity on the quality of the business, shows customer satisfaction with the product or service, and allows for comparison with competitors to gauge an acceptable level of churn.  The impact of the churn rate is clear, so we need strategies to reduce it. Predicting churn is a good way to create proactive marketing campaigns targeted at the customers that are about to churn.   * Identifying at-risk customers, * Identifying customer pain points, * Identifying strategy/methods to lower churn and increase customer retention. * Churn is a good indicator of growth potential. Churn rates track lost customers, and growth rates track new customers—comparing and analyzing both of these metrics tells you exactly how much your business is growing over time. If growth is higher than churn, you can say your business is growing. If churn is higher than growth, your business is getting smaller. * Churn rate is a critical metric of customer satisfaction. Low churn rates mean happy customers; high churn rates mean customers are leaving you. A small rate of monthly/quarterly churns compounds over time. 1% monthly churn quickly translates to almost 12% yearly churn.   **Contributions Roles:-**  **Business Problem:-**  **The purpose of this project is to make an exploratory data analysis which makes a better decision to choose a model for best suits of machine learning applications to increase the sales and make a revenue from the market.**  **Approach:**  **1.Load the Dataset**  **2.Know more about column**  **EDA(Exploratory Data Analysis)**  **1.Feature Engineering**  **2.Detect Outliers**  **3. Handling Missing Values**  **4.Filling Missing Values**  **5.Select the target variable**  **6.Analyzing target variable with each feature**  **7. Analyzing each feature/attribute with the visualizations technique.**  **8.Taking appropriate results**  **9.Trying Univariate, Bivariate, Multivariate analysis and expected results**  **10.conclusion**  **Conclusion:-**  **Telecom companies suffered a high churning rate so we need such type of research. To overcome the churning problem it's an alert for companies who want the profit and revenue from the market.** |
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| **Please paste the GitHub Repo link.-**  Github Link:-[**https://github.com/janhavishembade/Telecom-Churn-Analysis**](https://github.com/janhavishembade/Telecom-Churn-Analysis) |
| **Please paste the Drive link.-** [**https://drive.google.com/drive/folders/1s3Fxo0GJWReq1o3CIjkV-o5Gpmw\_LTXo?usp=share\_link**](https://drive.google.com/drive/folders/1s3Fxo0GJWReq1o3CIjkV-o5Gpmw_LTXo?usp=share_link) |
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