Telecom Churn Case Study

By

Kedar Lachke

&

Preeti Shrivastava
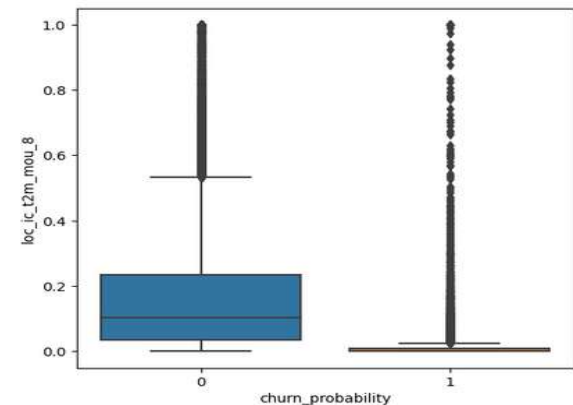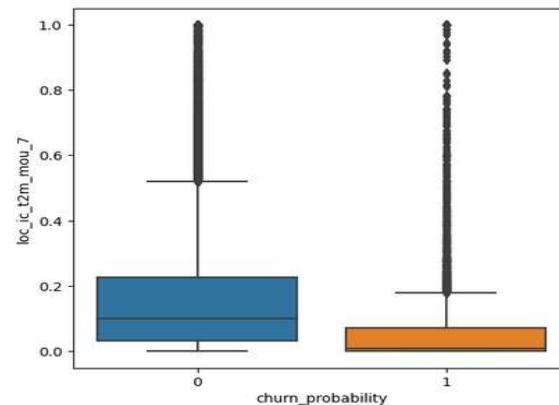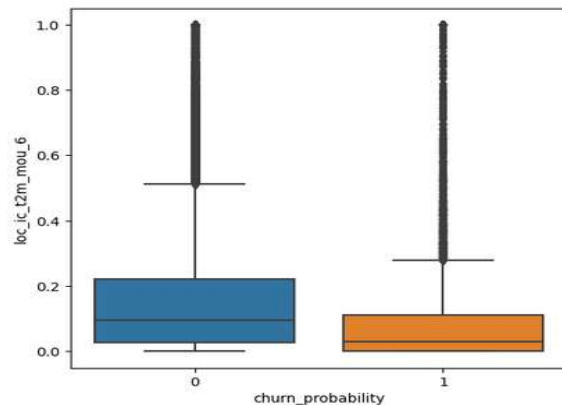
Import Predictor parameters

	Varname	Imp
66	loc_ic_t2m_mou_8	0.119163
72	loc_ic_mou_8	0.097493
90	total_ic_mou_8	0.095323
60	total_og_mou_8	0.073251
33	loc_og_mou_8	0.069362
6	arpu_8	0.062246
63	loc_ic_t2t_mou_8	0.056421
24	loc_og_t2m_mou_8	0.050556
108	max_rech_amt_8	0.036228
21	loc_og_t2t_mou_8	0.033411

Strategies to Identify churning to Customers

From the Graph above it is observed that the, if the in-coming from other other network goes on decreasing, Then the customer is likely to be churned

Strategies to manage customer churning

It is observed that, if the customer is going to get churned, its monthly recharge, Out-going and In-coming call goes on decreasing.

Monthly report should be generated to identify churning and investigate at customer level or group level to identify the issues causing customer/group of customers to churn.

Some special offers on data, STD/ISD calls should suggested to customers.