CUSTOMER CHURN ANALYSIS IN TELECOM COMPANY: A CLOSE LOOK ON IBM SAMPLE DATA

**Abstract:**

This project proposal discusses about the churn prediction of telecom company customers and relationship between factors contributing the customer to leave the company

**Keywords:**

Churn analysis, IBM data, prediction, supervised learning, classification

**Introduction:**

Customer is more important than everything for the company because it is big loss for the company to lose an old even get a new customer. For telecom industry where almost, every company is on the race to compete their rivals in terms of technology, increasing businesses, providing better services to the customer to earn maximum profit.