**Problem Statement:**

One of the key industries in developed nations is now telecommunications.

The technical progress and the increasing number of operators raised the level of competition. Companies are working hard to survive in this competitive market depending on multiple strategies.

To increase revenue, three key strategies have been put forward:

1) Acquire new customers

2) Upsell the existing customers

3) Increase the retention period of customers.

The third strategy is the most profitable one, which keeps the existing customer costs much less than finding a new one. It is also much simpler than the upselling strategy, according to a comparison of these strategies that took the value of return on investment of each into account. To implement the third strategy, businesses must reduce the risk of customer churn, also referred to as "the customer movement from one provider to another”.

**Objective:**

In service industries with intense competition, customer churn is a major concern. Predicting which customers are likely to leave the company is a potentially large added revenue source if done early on. After much research, it is confirmed that machine learning technology is highly efficient to predict this situation.