Paul Lester L. Lojo DEC 130 X  
4 - BS MIS 25/08/18

Homework: Customer Churning (500 data set)

The dataset given has a lot of important classes and types that may be helpful to get insight from to further help the telecom business understand what is happening with the customers.. The classes I chose to determine if a client will churn or not are both contract and tenure which both present time values. We already discussed in class that the services offered can be a possible point of churning so I decided to use something different to predict if the customer will churn or not. The time that a customer is committed to the company may be valuable data that can be transformed into good information that will help in terms of understand the customer. Contract on one hand only offers three values while tenure is a bit more complicated due to the sheer numerical difference between two.

In the two columns, I expect the customers that have been under two-year contracts will not churn at all since people will always trust the brand that they have been loyal to ever since. With this direct relationship between the two, the same can be said for the other two possible values of contract but in the opposite direction instead. For the customers that has only subscribed for about a year or when needed, the possibility of churning would be higher because they would be more judgmental to the mistakes of the company in terms of their service to them. It is as if the customer has no direct connection yet to the brand he is currently using for either his wants or needs. It would also be great to look at the average of the tenure times and compare it to the commitments that the customer made in his contracts so we could take note of those who do not have. These are not the only measures that can be made to further understand if a customer will churn or not. With that being said, I also believe that aside from the services offered, device protection and tech support may be helpful in understanding a different perspective all in all.

There are other ways to better determine this hypothesis but this is one simple way that uses basic understanding and logic so. These important data may prove to be helpful in the future operations of the business.