

Data Science PROJECT

Client: Vodafone | Category: Telecom – Churn Rate

Business Case:

Vodafone is an establish Telecom operation in UK with more than a decade in Business. Due to new players in the Market, telecom industry has become very competitive and retaining customers becoming challenge.

In spite of No-Churn initiative for reducing tariffs and promoting more offers, the churn rate (percentage of customers migrating to competitors) is well above 10%.

No-Churn wants to explore possibility of Machine Learning to help with following use cases to retain competitive edge in the industry.

PROJECT GOAL

Help No-Churn with their use cases with ML

1. Understanding the variables that influencing the customers to migrate.
 2. Creating Churn risk scores that can be indicative to drive retention campaigns.
 3. Introduce new predicting variable "CHURN-FLAG" with values YES(1) or NO(0) so that email campaigns with lucrative offers can be targets to Churn YES customers.
-

4. Exporting the trained model with prediction capability for CHURN-FLAG Highlights the flag (with input variables documents) that can be integration with internal application

help to identify possible CHURN-FLAG YES customers and provide more attention in customer touch point areas, including customer care support, request fulfilment, auto categorizing tickets as high priority for quick resolutions any questions they may have etc.,

DATA

Attached in CSV format with the use case.

Meta Info of Data

State	4617	non-null	object
Account Length	4617	non-null	int64
Area Code	4617	non-null	int64
Phone	4617	non-null	object
International Plan	4617	non-null	object
VMail Plan	4617	non-null	object
VMail Message	4617	non-null	int64
Day Mins	4617	non-null	float64
Day Calls	4617	non-null	int64
Day Charge	4617	non-null	float64
Eve Mins	4617	non-null	float64
Eve Calls	4617	non-null	int64
Eve Charge	4617	non-null	float64
Night Mins	4617	non-null	float64
Night Calls	4617	non-null	int64
Night Charge	4617	non-null	float64
International Mins	4617	non-null	float64
International calls	4617	non-null	int64
International Charge	4617	non-null	float64
CustServ Calls	4617	non-null	int64
Churn	4617	non-null	object
