customer\_id,actvsubs,adjrev, adjmou, avgmou, avgrev,avgqty,age1,age2,blck\_dat\_mean,

callwait\_mean, callwait\_range, change\_mou, children,comp\_vce\_mean,custcare\_mean,csa,

datovr\_mean,da\_mean,drop\_blk\_mean,drop\_dat\_mean,drop\_vce\_mean,eqpdays,forgntvl,

hnd\_webcap,income,marital,months,mou\_mean,prizm\_social\_one,occu1,ovrmou\_mean,ovrrev\_mean,

retdays,rev\_mean,roam\_mean,totcalls,totrev,wrkwoman,asl\_flag,dwlltype,refurb\_new,

mtrcycle,truck,hnd\_price,models,numbcars, churn

adjrev+ adjmou+ avgmou+ avgrev+avgqty+age1+age2+blck\_dat\_Mean+

callwait\_Mean+ callwait\_Range+ change\_mou+ children+comp\_vce\_Mean+custcare\_Mean+

datovr\_Mean+da\_Mean+ drop\_blk\_Mean+drop\_dat\_Mean+drop\_vce\_Mean+eqpdays+forgntvl+

hnd\_webcap+income+marital+months+mou\_Mean+prizm\_social\_one+ovrmou\_Mean+ovrrev\_Mean+

retdays+rev\_Range+roam\_Mean+totcalls+totrev+wrkwoman+asl\_flag+dwlltype+refurb\_new+

mtrcycle+truck+hnd\_price+models+numbcars

**Answers 1.**

**Top independent variable that driving the churn rate**

actvsubs avgmou avgrev change\_mou comp\_vce\_mean eqpdays months mou\_mean totcalls wrkwoman1 custcare\_mean drop\_vce\_mean ovrrev\_mean charge\_per\_call charge\_per\_min

Note: Wrkwoman1 indicate working women. charge\_per\_call and charge\_per\_min are derived.

**Answer2a**

Yes, after "proc logistic" and scoring it is found that  “cost and billing” and “network and service quality” are important factors influencing churn behaviour.

**Answer2b**

Yes,the usage connectivity issues turning out to be costly.

variable like drop\_vce\_mean i.e. mean number of drop call

comp\_vce\_mean i.e. mean number of completed calls.

these are affecting churn rate.

**Answer3**

change\_mou : percentage change in monthly minutes of use vs previous month use;

months: number of month uses.

change\_mou is having negative coefficient so more the number of month less is the churn rate.

Thus according to me I will not recommend rate plan migration as a proactive retention strategy.

**Answer4**

Following areas, I will target:

1 households having a higher number of the subscriber should be targeted.

2. Loyal customer are those are having higher monthly usages.

3. customer who spends higher number of time on phone have higher numbers of calls and should stay.

4. customer with higher equip days are likely to stay.

**Answer 5**

**S**pending for the company will be higher if there is a higher number of customer calls. Moreover, mean of the customer care call having negative coefficient which is directly proportional to churn rate(-0.008). So I conclude that the number of customer call should be reduced.

So I recommend below points to be targeted.

households having a higher number of the subscriber should be targeted.

2. Loyal customers are those are having higher monthly usages.

3. customer who spends higher numbers of time on the phone has higher numbers of calls and should stay.

4. customer with higher equip days are likely to stay.

**Top Line Questions of Interest to Senior Management:**

1. What are the top five factors driving likelihood of churn at Mobicom?
2. Validation of survey findings. a) Whether “cost and billing” and “network and service quality” are important factors influencing churn behaviour.  b) Are data usage connectivity issues turning out to be costly? In other words, is it leading to churn?
3. Would you recommend rate plan migration as a proactive retention strategy?
4. What would be your recommendation on how to use this churn model for prioritisation of customers for a proactive retention campaigns in the future?

1. What would be the target segments for proactive retention campaigns? Falling ARPU forecast is also a concern and therefore, Mobicom would like to save their high revenue customers besides managing churn. Given a budget constraint of a contact list of 20% of the subscriber pool, which subscribers should prioritized if “revenue saves” is also a priority besides controlling churn. In other words, controlling churn is the primary objective and revenue saves is the secondary objective.

actvsubs+

#adjrev+

#adjmou+

avgmou+

avgrev+

#avgqty+

#age1+

#age2+

#blck\_dat\_Mean+

#callwait\_Mean+

#callwait\_Range+

change\_mou+

#children+

comp\_vce\_Mean+

eqpdays+

months+

mou\_Mean+

roam\_Mean+

totcalls+

wrkwoman+

custcare\_Mean+

drop\_vce\_Mean+

#datovr\_Mean+

#da\_Mean+

#drop\_blk\_Mean+

#drop\_dat\_Mean+

#forgntvl+

#income+

#ovrmou\_Mean+

ovrrev\_Mean+

#retdays+

#rev\_Range+

#totrev+

#asl\_flag+dwlltype+

#refurb\_new+

#mtrcycle+truck+

#hnd\_price+

#models

#+numbcars

+ change\_per\_call +change\_per\_min

actvsubs + avgmou + avgrev + age1 + change\_mou + children + comp\_vce\_Mean + custcare\_Mean + drop\_blk\_Mean + drop\_vce\_Mean + eqpdays + months + mou\_Mean + ovrrev\_Mean + retdays + roam\_Mean + totrev + asl\_flag + dwlltype + refurb\_new + hnd\_price + models + change\_per\_call + change\_per\_min+ completion\_percentage