Case Study : Telecom Churn Data

Problem Statement : To predict which customers are at high risk of churn

Steps followed to derive solution:

1. Read & Understand the Data.
2. Filter data for High Value Customers.
3. Handling null values, removing irrelevant data and making data ready for analysis.
4. Exploratory Data Analysis to deep dive into data and get more insights.

We have built Logistic Regression models to derive fields which can be used to predict whether customer is likely to churn given the Good data and Action data. Here is our view based on models built.

To reduce customer churn, telecom companies need to consider below and action accordingly:

1.Target the customers, whose minutes of usage of the incoming local calls and outgoing ISD calls are less in the action phase (mostly in the month of August).

2.Target the customers, whose outgoing others charge in July and incoming others on August are less.

3.Also, the customers having value based cost in the action phase increased are more likely to churn than the other customers. Hence, these customers may be a good target to provide offer.

4.Cutomers, whose monthly 3G recharge in August is more, are likely to be churned.

5.Customers having decreasing STD incoming minutes of usage for operators T to fixed lines of T for the month of August are more likely to churn.

6.Cutomers decreasing monthly 2g usage for August are most probable to churn.

7.Customers having decreasing incoming minutes of usage for operators T to fixed lines of T for August are more likely to c churn.