# - (Understanding CHURN first) :-

How can I understand my CHURN situation better? Both at organization (macro) level and subscriber (micro) level?

What are the key drivers of churn and what is influencing them?

What are the appropriate churn initiatives that should be launched to address the different churn drivers?

Different types of churn, churning is not very specific that

1. You are moving from Vodafone to jio. That is also churning
2. But churning is also considered as an eg. Would be moving from a 700 rs plan to 300 rs plan. That is a loss to a company. Right, because the company was making a money of 700 rs a month. From next month you have moved to a 300 rs plan. That is also called as churning.

So, there are 4 major types of churning very specific to telecom domain: -

1. Tariff plan churn: - moving to 300 rs plan from 700 rs plan. Very similar eg which I told right now.
2. Service churn: - weekly / monthly subscription. So maybe you are churning the services.
3. Product churn: - it could be moving from postpaid to prepaid. Because postpaid is like every month you have to pay a certain amount 499 or 399. But in prepaid it has been seen that customer some months you might do a recharge for 500, some months you might do for 100. So in postpaid companies are in more beneficial. Right? So product churning is also one of the types of churn.
4. Usage churn: - which is eg is inactive or 0 usage.

# - (Outcome) :-

The outcome of this project will enable the telecommunications company to gain a deeper understanding of customer churn and develop data-driven strategies to improve customer retention. The insights derived from the analysis will guide decision-making processes and aid in the development of targeted retention programs, leading to increased customer satisfaction and reduced revenue loss due to churn.

# - (Dataset included) :-

**DATASET**

To create a dataset for customer churn analysis in a telecommunications company, we can include various relevant features that capture customer information, service usage, contract details, and churn status. Here's an example of a dataset that can be used for customer churn analysis:

1. Customer ID: A unique identifier for each customer.

2. Gender: The gender of the customer (Male/Female).

3. Age: The age of the customer.

4. Marital Status: Whether the customer is married or single.

5. Dependents: The number of dependents the customer has.

6. Contract Type: The type of contract the customer has (e.g., monthly, yearly).

7. Internet Service: The type of internet service the customer has subscribed to (e.g., DSL, fiber optic).

8. Phone Service: Whether the customer has a phone service or not.

9. Multiple Lines: Whether the customer has multiple phone lines or not.

10. Online Security: Whether the customer has opted for online security services.

11. Online Backup: Whether the customer has opted for online backup services.

12. Device Protection: Whether the customer has opted for device protection services.

13. Tech Support: Whether the customer has opted for technical support services.

14. Streaming TV: Whether the customer has subscribed to streaming TV services.

15. Streaming Movies: Whether the customer has subscribed to streaming movie services.

16. Monthly Charges: The monthly charges for the customer's services.

17. Total Charges: The total charges incurred by the customer.

18. Churn Status: Whether the customer has churned or not (Yes/No).

With this dataset, various data analytics techniques and models can be applied to analyze the factors contributing to churn and develop predictive models to identify customers at risk of churning. This analysis can help the telecommunications company make data-driven decisions to improve customer retention strategies and reduce churn rates.