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| Team of four people using computer in call center  **Customer CHURN Analytics** | Abstract  Customer Churn:  Ruwindhu Dilanga Chandraratne Hettige Don  1009 – Enterprise Analytics |

**BDAT 1009 Enterprise Analytics**

**Final Assignment**

**200490726 – Ruwindhu Hettige Don**

1. Churn Analysis

* Data Cleaning:

The Teleco dataset was loaded using Python, pandas library was used to load the dataset. Python, with the use of packages such as Pandas, Seaborn and Matplotlib allows clean, analyze and visualize Customer Churn Analytics.

In terms of the dataset, it was relatively clean. The cleaning process started by checking the data types of each feature and then checking if the data matched the correct data type. Then the dataset was checked for any null or empty values and if any were present, they were dropped. In addition to this, the customer id column was dropped as it would not be of any use during the data analysis and model-building phases.

* Aspects Analysis
* Tenure

Chart, scatter chart

Description automatically generated

* Product – Internet Service

Chart, bar chart

Description automatically generated

* Contract

Chart, bar chart

Description automatically generated

* Monthly Charges

Chart, bar chart

Description automatically generated

Observations for Aspects

* Monthly Charges and Tenure and the Effect on the Churn Rate
* SMART Objective

1. Balance Scorecard and Visualization
2. **Churn Prediction**