Business Objective

An E Commerce company or DTH (you can choose either of these two domains) provider is facing a lot of competition in the current market and it has become a challenge to retain the existing customers in the current situation. Hence, the company wants to develop a model through which they can do churn prediction of the accounts and provide segmented offers to the potential churners. In this company, account churn is a major thing because 1 account can have multiple customers. hence by losing one account the company might be losing more than one customer.

You have been assigned to develop a churn prediction model for this company and provide business recommendations on the campaign.

Your campaign suggestion should be unique and be very clear on the campaign offer because your recommendation will go through the revenue assurance team. If they find that you are giving a lot of free (or subsidized) stuff thereby making a loss to the company; they are not going to approve your recommendation.
Hence be very careful while providing campaign recommendation.

Variable Description

Variable	Description
AccountID	account unique identifier
Churn	account churn flag (Target)
Tenure	Tenure of account
City_Tier	Tier of primary customer's city
CC_Contacted_L12m	How many times all the customers of the account has contacted customer care in last 12months
Payment	Preferred Payment mode of the customers in the account
Gender	Gender of the primary customer of the account
Service_Score	Satisfaction score given by customers of the account on service provided by company
Account_user_count	Number of customers tagged with this account
account_segment	Account segmentation on the basis of spend
CC_Agent_Score	Satisfaction score given by customers of the account on customer care service provided by company
Marital_Status	Marital status of the primary customer of the account
rev_per_month	Monthly average revenue generated by account in last 12 months
Complain_l12m	Any complaints has been raised by account in last 12 months
rev_growth_yoy	revenue growth percentage of the account (last 12 months vs last 24 to 13 month)
coupon_used_l12m	How many times customers have used coupons to do the payment in last 12 months
Day_Since_CC_connect	Number of days since no customers in the account has contacted the customer care
cashback_l12m	Monthly average cashback generated by account in last 12 months
Login_device	Preferred login device of the customers in the account