Low-Level Design (HLD)

Churn Analytics

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Contents

Document Version Control

Date Issued	Version	Description	Author
08 June 2022	1.0	First Version of Complete LLD	Sahil Patni

1 Introduction

1.1 What is Low-Level Design Document?

The goal of the Low-level design document (LLDD) is to give the internal logic design of the actual program code for the Churn Analysis dashboard. LLDD describes the class diagrams with the methods and relations between classes and program specs. It describes the modules so that the programmer can directly code the program from the document.

1.2 Scope

Low-level design (LLD) is a component-level design process that follows a step-by-step refinement process. The process can be used for designing data structures, required software architecture, source code and ultimately, performance algorithms. Overall, the data organization may be defined during requirement analysis and then refined during data design work.

1.3 Project Introduction:

In this Project, This industry has a unique set of challenges from the technology front and the customer demands due to its wide range of sectors. The Telecom industry consists of a set of sectors like wireless communication, satellite communication, Internet Service providers etc. The primary objective is on the churn in telecom industries to accurately estimate the customer survival and customer hazard functions to gain the complete knowledge of churn over the customer tenure.

2 Problem Statement

The primary objective is on the churn in telecom industries to accurately estimate the customer survival and customer hazard functions to gain the complete knowledge of churn over the customer tenure.

The churn Model helps identify customers who are most likely to switch to different eCommerce websites. Once identified the companies can take action to keep their existing customers. Now the question is, how does the Churn model identify these customers? The model can be used to calculate the churn rate and depending on the nature of the business, different metrics can be used.

The project aims to perform data visualization techniques to understand the insight of the data. This project aims to apply various Business Intelligence tools such as Tableau or Power BI to get a visual understanding of the data.

3 Dataset Information

3.1 Data Fields

- Agency
- Commendation or Complaint
- Subject Matter
- Subject Detail
- Issue Detail
- Year
- Quarter
- Branch/Line/Route

4 Architecture