Literature Review Outline

Research Question: What is the effectiveness of implementing machine learning tools to predict customer churn in the Telecom industry?

1. Introduction
1.1 Definition and Importance of Customer Churn in the Telecom Industry
1.2. The Role of Machine Learning Methods in Predicting Customer Churn
1.3 Purpose, Scope and Structure of the Review

2. Context and Significance
2.1 Evolution of Churn Prediction Methods Over Time
2.2 The Increasing Significanc of Machine Learning in the Telecom Industry
2.3 Audience and Perspective

3. Methodology for Literature Selection
3.1 Criteria for Source Selection
3.2 Search Strategy

4. Review of Literature
4.1 Overview of Existing Research, Key Studies and Their Findings
4.2 Impact of Big Data on Churn Prediction
4.3 Machine Learning Algorithms in Churn Prediction and Comparative Effectiveness.

5. Critical Analysis
5.1 Research Design and Methodologies: Strengths and Limitations
5.2 Diverse Perspectives and Contrasting Views in Literature

6. Gaps and Discrepancies in Literature
7. Conclusion
References