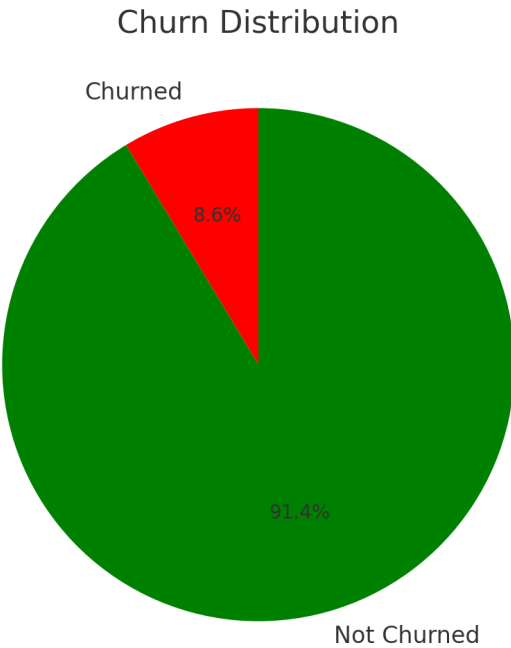# Telecom Churn Prediction

Objective

Predict customer churn for high-value telecom customers and identify key factors contributing to churn.

Data Summary

Time Frame: 4 months (June to September).

Focus: High-value customers (top 30% by average recharge amount).

Churn Distribution

Churned
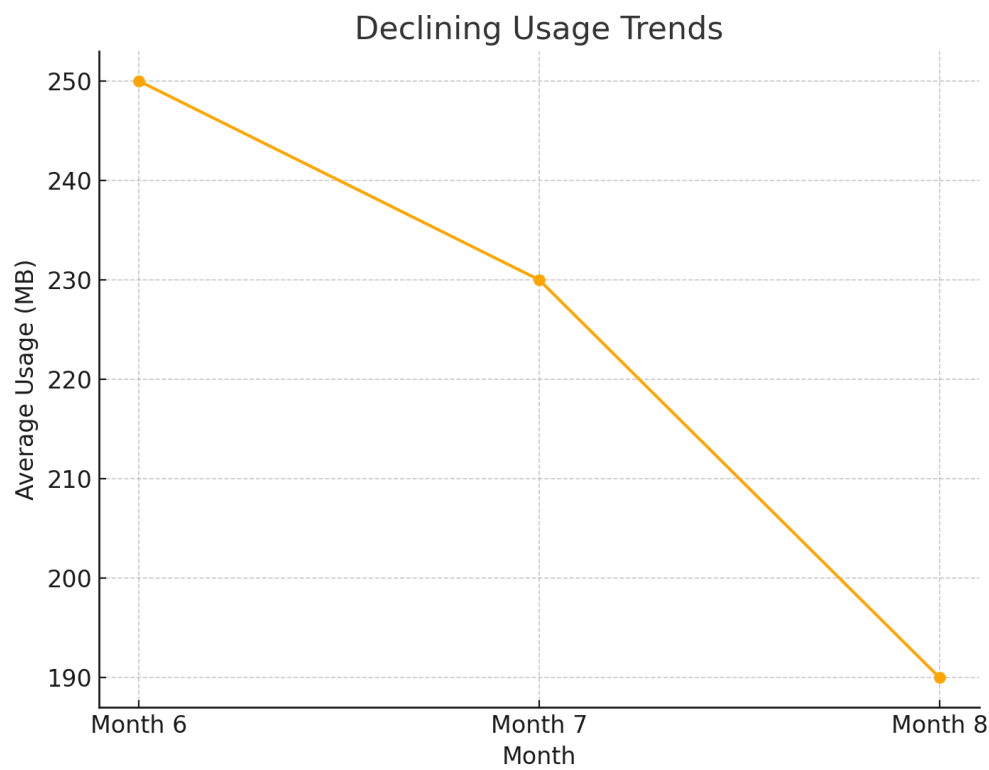
8.6%

91.4%

Not Churned

Approach

1. Filter high-value customers based on recharge data (70th percentile threshold).

2. Define churn as zero usage in month 9 (calls and internet).

3. Preprocess data (handle missing values, scale features).

4. Train and evaluate models (e.g., logistic regression).

Top Predictors of Churn

Top Predictors of Churn

Declining Usage Trends
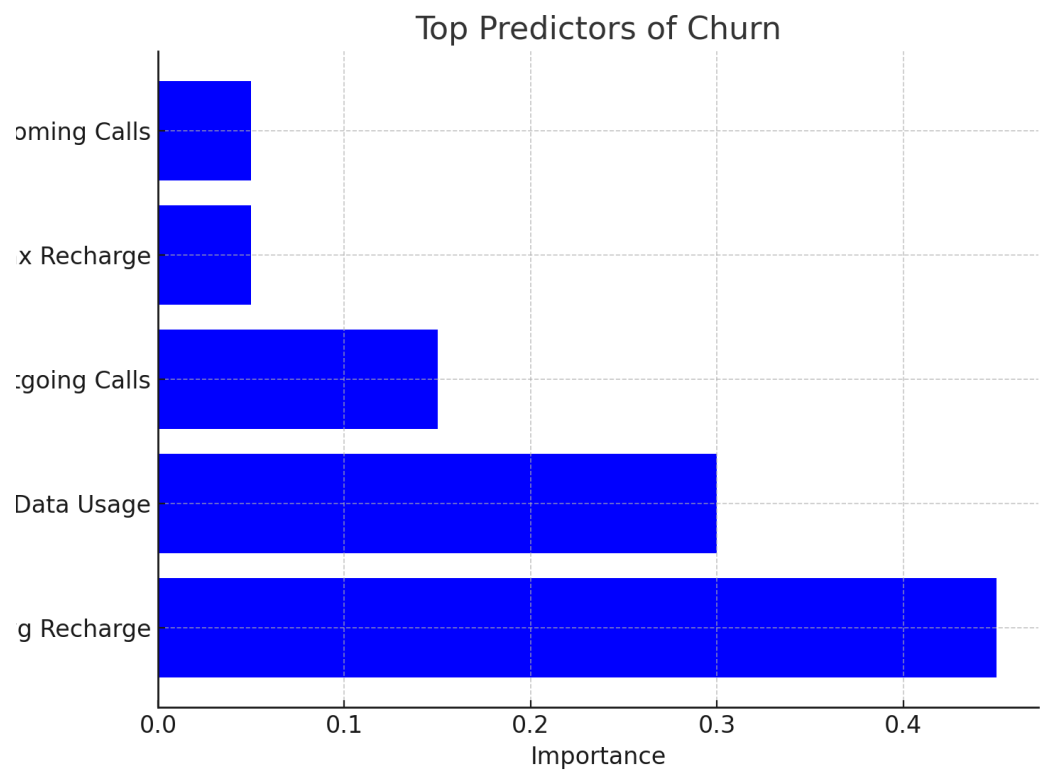
Recommendations

1. Offer targeted retention plans to high-risk customers.

2. Monitor usage patterns in the action phase for early intervention.

3. Conduct periodic surveys to improve service quality.

Business Impact

Reducing churn in high-value customers can prevent significant revenue losses. Proactively addressing churn indicators ensures sustained customer loyalty.