**Problem Statement - Customer Churn**

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 one 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 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 recommendations.

**Variable Description**

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| **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\_L1 2m | How many times all the customers of the account have contacted customer care in the last 12 months |
| 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 the company |
| Account\_user\_count | Number of customers tagged with this account |
| account\_segment | Account segmentation based on spend |
| CC\_Agent\_Score | Satisfaction score given by customers of the account on customer care service provided by the 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 have been raised by the account in the last 12 months |
| rev\_growth\_yoy | revenue growth percentage of the account |
| coupon\_used\_l12 m | How many times customers have used coupons to make the payments in last 12 months |
| Day\_Since\_CC\_connect | Number of days since no customers in the account have contacted 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 |