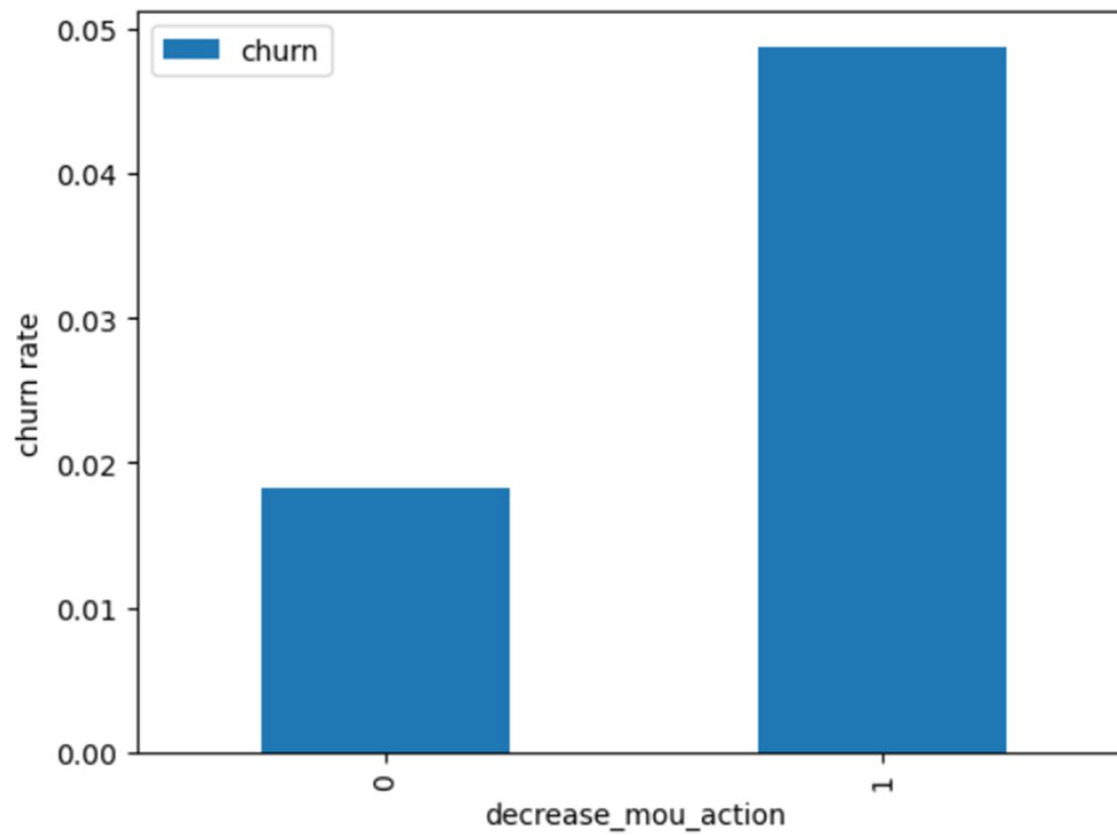


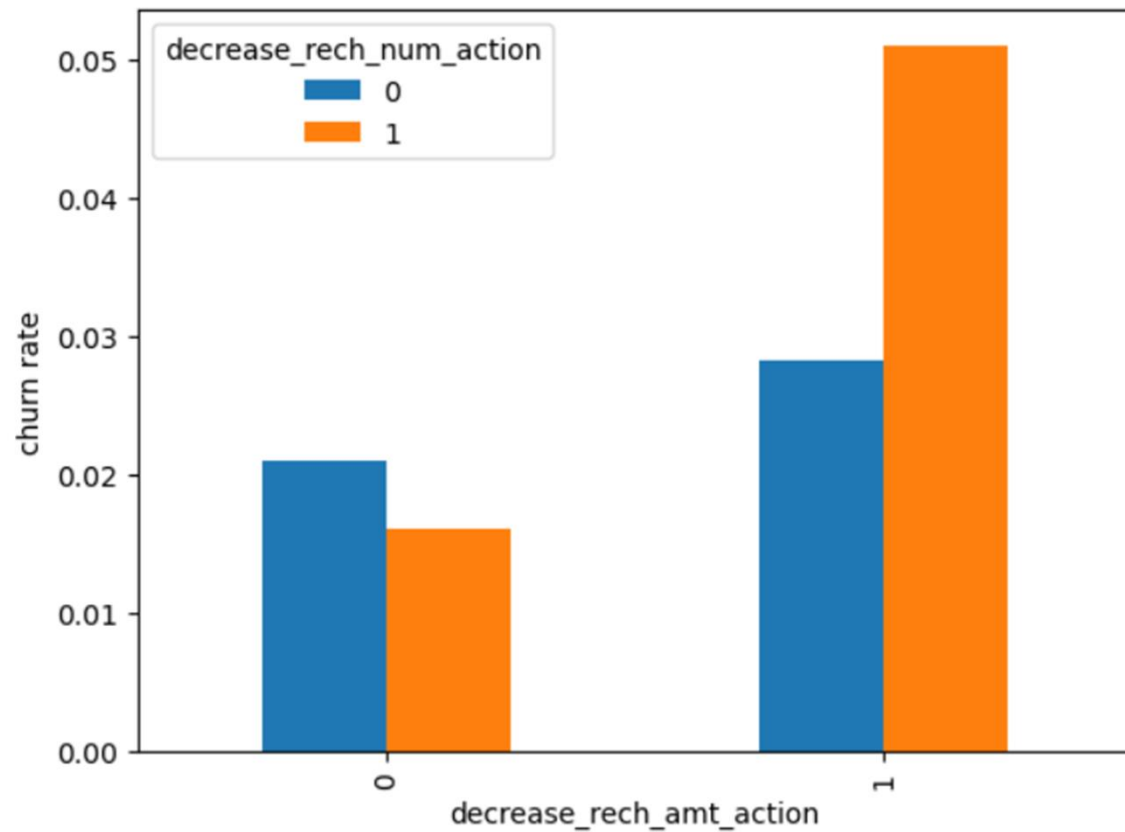
Telecom Churn _ Assignment

Sweta Baghel

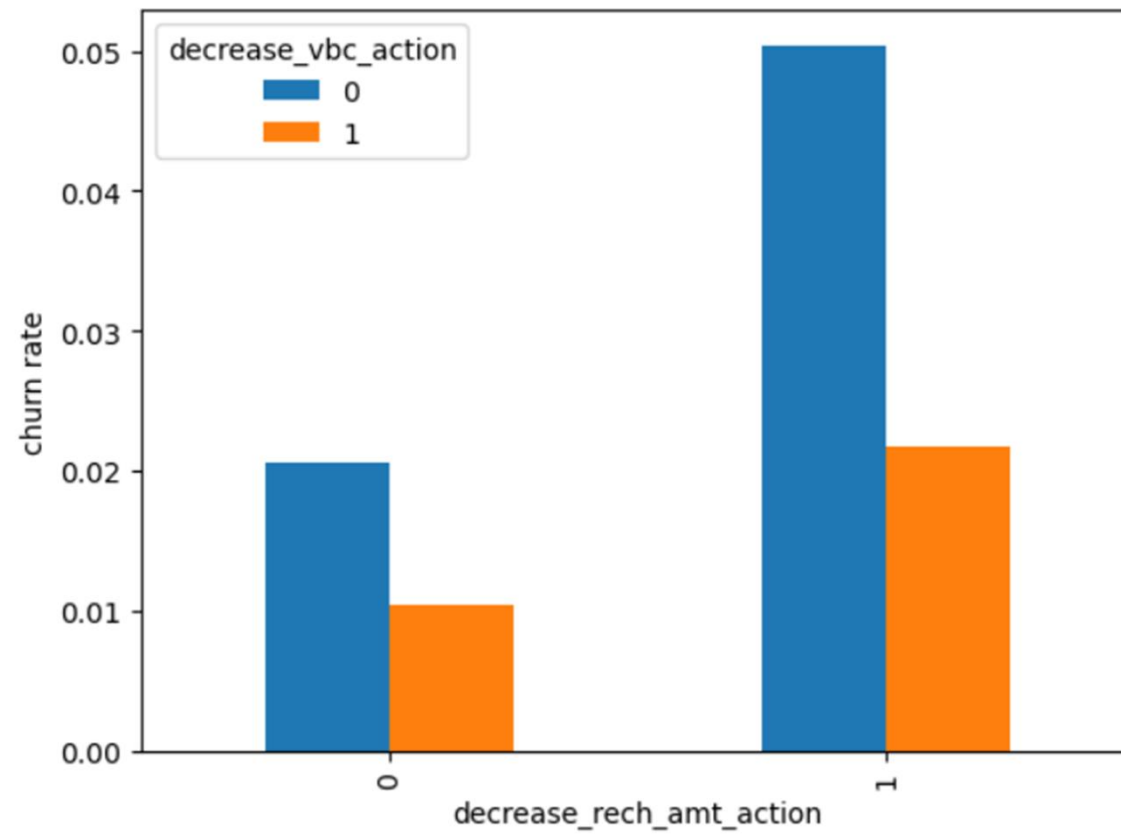
EDA



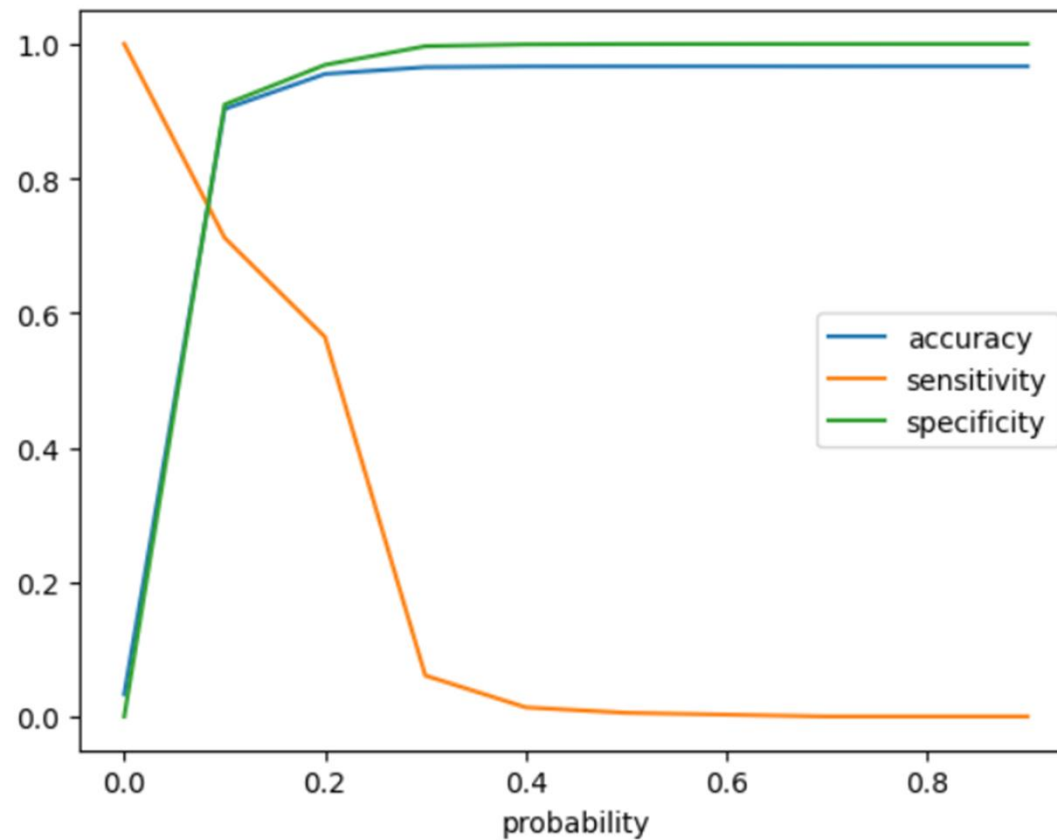
Minutes of usage(MOU)



Analysis



VIF Model-3



Recommendations

- 1 -Target the customers, whose minutes of usage of the incoming local calls and outgoing ISD calls are less in the action phase (mostly in the month of August).
- 2 -Target the customers, whose outgoing others charge in July and incoming others on August are less.
- 3 -Also, the customers having value based cost in the action phase increased are more likely to churn than the other customers. Hence, these customers may be a good target to provide offer.
- 4 -Customers, whose monthly 3G recharge in August is more, are likely to be churned.
- 5 -Customers having decreasing STD incoming minutes of usage for operators T to fixed lines of T for the month of August are more likely to churn.
- 6 -Customers decreasing monthly 2g usage for August are most probable to churn.
- 7 -Customers having decreasing incoming minutes of usage for operators T to fixed lines of T for August are more likely to churn.