Telecom Churn Analysis and Recommendations

**Predicting churn and ensuring customer retention**

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Summary of Findings

1. Telecom industry faces a churn rate of 15-25% annually.
2. Retaining customers is 5-10 times more cost-effective than acquiring new ones.
3. Churn is defined as zero usage over a specific period.
4. Machine learning models predict churn with accuracy (XX%).
5. Customer lifecycle: Good, Action, and Churn phases.

Customer Lifecycle Distribution
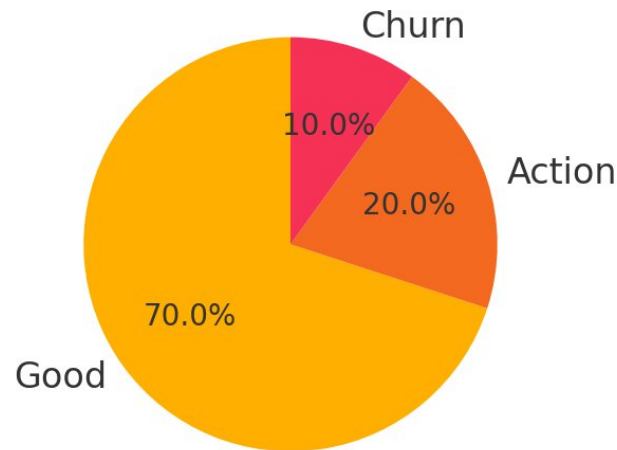
Recommendations

1. Focus on customers in the Action Phase for proactive retention.
2. Create personalized offers to match competitor pricing and enhance service.
3. Invest in infrastructure to improve service quality.
4. Use predictive analytics to guide retention strategies.

Feature Importance

Feature Importance in Churn Prediction
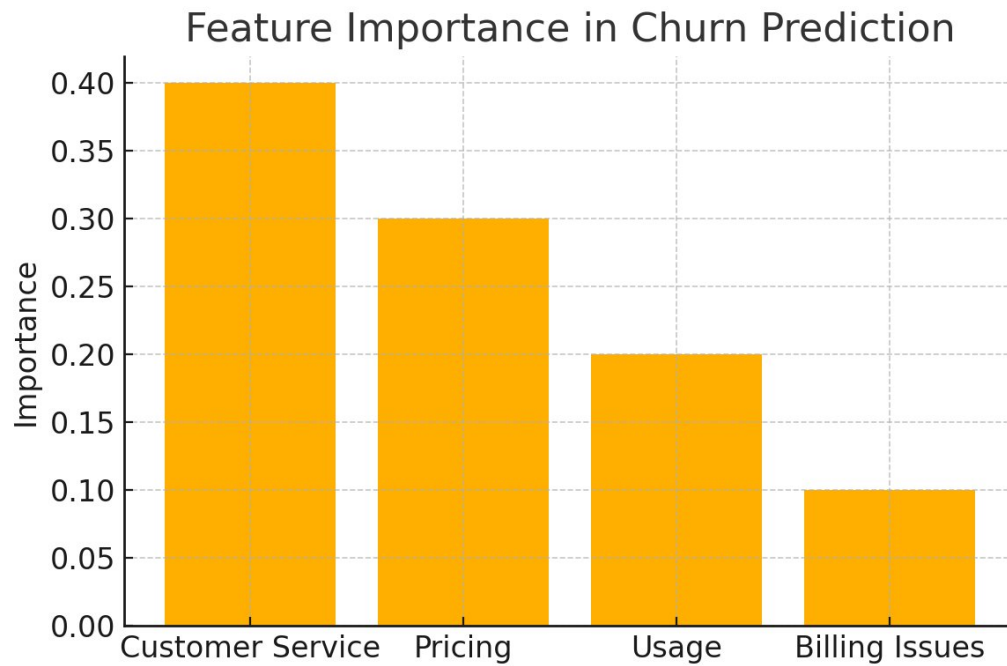
Business Implications

1. Improved customer retention increases revenue.
2. Proactive retention strengthens competitive positioning.
3. Focused spending on high-value customers optimizes costs.
4. Predictive analytics ensures long-term strategy effectiveness.