PROJECT PROPOSAL (SYNOPSIS) Determining Telecom Company Churn Predictions

Introduction :

What is customer churn predictions?

Customer churn means shifting from one service provider to its competitor in the market. Customer churn is one of the biggest fears of any industry, particularly for the telecom industry.With an increase in the number of telecom service providers in South Asia, the level of competition is quite high. Although there are many reasons for customer churn,some of the major reasons are service dissatisfaction, costly subscription, and better alternatives. The telecom service providers strive very hard to sustain in this competition. So to sustain this competition they often try to retain their customers rather than acquiring new ones as it proved to be much costlier. Hence predicting churn in the telecom industry is very important. To reduce customer churn, telecom companies need to predict which customers are at high risk of churn.

Objective

To create a model which determines the factors which play an important role in customer churn and try to predict who will leave the company based on the model created.

Project Category

Machine Learning

Are you doing this project for any Industry/college? The project is a part of VIPS second semester Minor project paper code -

Name and Address of the Industry or Client

INSTITUTE OF INNOVATION IN TECHNOLOGY AND MANAGEMENT

Hardware Requirements

The hardware requirements for the employee turnover project. I have developed the whole system on the following hardware.

| Type of hardware | Hardware requirements |
| --- | --- |
| Hardware | Intel pentium ® 2.70 GHZ processor .64-bit system |
| Installed Memory[RAM] | 4.00 GB |

Software requirements

Here there is a list of software which are required for this project

| Type of software | software requirements |
| --- | --- |
| Operating System | Windows 7 ultimate |
| Web browser | Google chrome |
| Codet Editor | Google colaboratory |
| Data Analysis | Google Data Studio |
| Model Deployment | Anvil ai |

Future scope and further enhancement of the project:

After trying to understand what caused customer to leave in the first place, we can form another problem to solve by asking ourselves

1. What features caused customer to stay in an company?

2. What features contributed to customer retention?

Limitations of the project

In this project my aim is to predict who will leave the comapny based on the features I have in the dataset. But there are many different issues

Which play an important role in customer turnover and in the dataset those features are not available . Those hidden feature are also important to know because they play big role in customer turnover rate,

But the best part of the model is that we can know who will leave the company and we can allocate a limited incentive budget for them so that the customer turnover rate can be control

Project Mentor

MR ……………

Date of submission of (SYNOPSIS) : ……………..