TELECOM CHURN CASE STUDY

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Objective and the Data

- The dataset contains customer-level information for a span of four consecutive months - June, July, August and September. The months are encoded as 6, 7, 8 and 9, respectively.

- The business objective is to predict the churn in the last (i.e. the ninth) month using the data (features) from the first three months. To do this task well, understanding the typical customer behaviour during churn will be helpful.

FINDINGS AND SUGGESTIONS

- Try to offer the better service for the churn customers ,seehow much this impact before and later .Some may useyour service better move them to your active customers.
- Take the feedback and suggestions with in period of timeand improve it strive for better communication.
- When your are taking the any change in plans of yourbusiness just predict the positive and negative share ofthat plan. If it is negative prepare the solution beforeso You can handy easily.

HOW TO REDUCE CUSTOMER CHURN

Lean into your best customers.

Be proactive with communication.

Define a roadmap for your new customers.

Offer incentives.

Ask for feedback often.

Analyze churn when it happens.

Stay competitive.

CONCLUSION

- The importance of this type of research in thetelecom market is to help companies make more profit.
- It has become known that predicting churn is one of themost important sources of income to Telecomcompanies.
- Hence, this research aimed to build a systemthat predicts the churn of customers i telecom company.
- These prediction models need to achieve high AUCvalues.
- To test and train the model, the sample data isdivided into 70% for training and 30% for testing.