

CASE STUDY

Churn Prediction

Objective

Preemptive identification of customer churn thereby guiding customer retention activities

Client

Major cellular service provider with more than 2.7 million subscribers in India

Benefits

Provided insight on identification and characterization of customer churn.

Project Objective

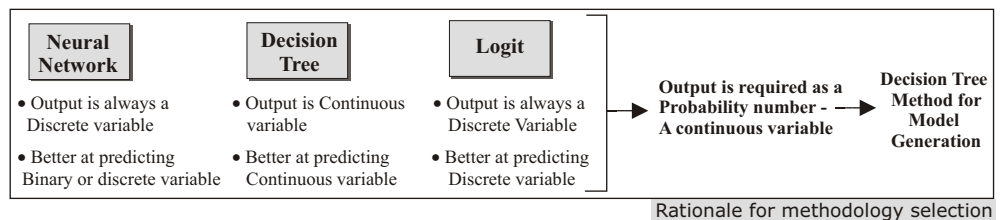
To develop a 'Churn Probability' scoring model and an accompanying DSS to enable the client to facilitate recovery of bills from most likely defaulters.

Client

One of the largest telecom companies in India with annual revenues of \$110 mn. The company has subscriber base of more than 2.6 million spread across 209 cities.

Approach

Each month's data comprised of more than 150 variables and 65,500 records, wherein each record represents an individual customer. We used PROC LOGISTICS of SAS to identify variables that have no relevance to the probability of churning. Thereafter, various methodologies were considered for building the model.



Other Case Studies

Behavioral Online Ad Targeting: Targeting online users based on their propensity to visit categories of websites

Demographic Ad Targeting: Online Ad Targeting using Demographic knowledge

Profitability Analysis for Mortgage Lenders: Identify focus areas for client to ensure maximum profitability

Solution and Benefits

We built a DSS system to drive better decision-making. The DSS allows managers to control and analyze using a 'What if' simulator, the return on investments in churn management. The DSS also provides a comprehensive comparative assessment of customer profitability as measured by 'Average Revenue Per User' (ARPU) vis-à-vis customer loyalty indicated by the 'Tenure Base' of the customer on its network.

