

Telco Churn Predictor

**Prepaid to post-paid churn prediction model based on
user behaviour**

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Abstract

The Telco industry mainly provides prepaid and postpaid mobile packages. Customers select the package based on the information and feedback provided by users. Identifying the package which the particular customer is based on user behaviour and the patterns are continuously changing. Telco marketing officers are keener on introducing postpaid packages to customers as it leads to high revenue and loyal customers.

Analysing customer behaviour over a long period of time is challenging and performing the analysis on a large customer base is not feasible. Hence, there is a need for a model that could learn user patterns from historical data and predict a user base with high confidence who are more likely to churn. As prediction is methodical and explainable, the sales officers could promote packages that would not lead to spam for customers.

Subject Descriptors

- Data mining: Classification, Ensemble models
- Computing: AWS sage maker, Python

Keywords

- Prepaid to postpaid churn, decision supporting system, Machine learning, Cloud computing