



Understand Causes of Customer Churn

Challenge

- Pre-paid churn rates higher than post-paid
- Predict churn-likely customers before next bill
 - Target them with remediation or marketing
- 32 million prepaid transactions daily
 - 40 different channels
 - 100+ transaction types

Solution

- Capture all real-time data and aggregate
 - Complex pre-processing process
- In-depth feature engineering process:
 - 200 attributes collected; 80 generated
- Compared 7 models – GBT selected:
 - Accuracy
 - Model confidence

Impact

- Gained actionable insights from data
- Identified leading indicators of churn for:
 - Pre-paid customers
 - Post-paid customers
- Were able to proactively identify 30% of churn
- Able to challenge fundamental assumptions
 - What was causing the churn?
 - How addressable is the problem?



Problem type: Classification

Universal relevance: Customer retention is a top priority for most businesses as the cost of acquiring new customers is high and constant churn creates a drag on profitability. Understanding why customers churn with AI delivers a clearer path to reliable results.