



# 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.