Parcus Group

Telecom Churn Modelling Training Course

TRAINING COURSE OUTLINE

LEARN

TELECOMSPECIALISED TRAINING COURSES

IMPROVE

INCREASED STAFF PRODUCTIVITY AND COLLABORATION

GROW

IMPROVED PERFORMACE AND FASTER GROWTH

- **Overview of Telecom Churn Analysis and Modelling**
- **Data Requirements for Churn Model Building**
- **Advanced Churn Modelling Techniques**
- **Risk Areas and Methodologies**
- **Machine Learning Techniques**
- **Telecom Churn Model Implementation and Monitoring**

Training Course Overview

This course is structured as a comprehensive and practical program, mixing theory with case studies as well as team exercises. Our approach is built on over 20 years of experience and is tailored to the requirements of telecom operators. It provides an in-depth insight into Churn Analytics and Development of Predictive Churn Models specifically for the telecom industry.

Course aim: Acquire knowledge and skills required to for planning, development, implementation and monitoring of analytical predictive churn models in the telecom industry.

Course Modules Breakdown (Example 2 Day Course)

Module	Short Description
Day 1	
Market Definition	Key questions to ask in order to define the problem, business goals and churn modelling requirements
Churn Process	Define key processes where churn models data will intersect with other business systems
Customer Management	Marketing and financial implications of churn predictive modelling and impact on customers
Outcome/ Response Definition	Define required outcomes, segment impacts, criteria, time limitations, volumes of data.
Data Requirements for Churn Model Building	Availability, complexity, requirements. History and applications data. Internal & external data. Customer demographics, product and billing data.
Introduction to Churn Modelling Techniques	Overview of univariate analysis, correlation analysis, variable reduction techniques and statistical regression
Day 2	
In-Depth Advanced Churn Modelling Techniques	Univariate Analysis - Catalogue of indicators, data quality (missing, invalid values, improbable values), predictive power, stability analysis Variable Reduction Techniques - Correlation analysis, co- linearity Regression - Clustering for market segmentation, inference for declined profiles, decision trees, survival analysis techniques
Machine Learning Techniques Applicable to Churn Model Development	- Where it is used and description of key techniques - Explainability and interpretation difficulties, over- fitting concerns - Neural networks - Random forest - Genetic algorithms - Predictive text mining
Strategy Design and Using Your Model	How to use your churn model, how to set cut offs, market segmentation impact, risk based pricing, rule setting, cross sell/up sell/ down sell
Churn Model Monitoring	What to monitor – churn model characteristics, performance, stability, churn strategy adherence, market segments monitoring.