

Churn Prediction – Prepaid Inactivity Modelling

Increase Share of Wallet through targeted intervention of prepaid subscribers likely to become inactive through multi-SIM behaviour...

Problem

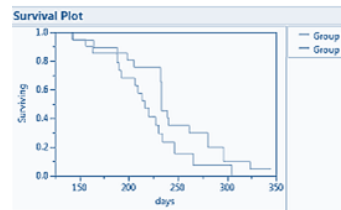
- How do I identify multi-SIM subscribers?
- How do I model a subscriber's period of activity and inactivity within a month?
- How do I increase active periods and hence share of wallet (SOW)?

Industry experience

- One of the largest mobile operators within Africa.

Solution

- On-Net and Off-Net usage patterns were analysed to determine multi-SIM behaviour.
- Subscribers were segmented into different cohorts.
- Using survival analysis modelling techniques, subscriber active and inactive periods were modelled per MSISDN.
- Subscribers were targeted prior to their likely inactive periods, with activity stimulation campaigns designed to keep them on the network for longer.



Value

- Multi-SIM subscribers were identified and only these subscribers received specific benefits to avoid unnecessary cannibalization of revenues.
- The likely day of an inactive period was identified, and subscribers campaigned prior to this.
- Average subscriber activity increased and hence ARPU increased through a greater SOW within a month.
- Overall churn rates improved through increased average days of usage (ADOU) on the network.