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Original Article

Predictive Analytics for Customer Retention in Telecommunications Using ML Techniques

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Abstract - *The telecom sector places a premium on accurate customer churn prediction (CCP) since long-term revenue viability and competitive advantage depend on innovative retention measures. This study presents a comprehensive machine learning (ML) framework to accurately predict customer churn using the Light Gradient Boosting Machine (LGBM), with a systematic comparative analysis against existing algorithms. The methodology employs a complete end-to-end pipeline, including data preprocessing such as cleaning, duplicate removal, encoding, and min-max scaling optimization, alongside advanced feature engineering. The proposed LGBM model is evaluated using consistent metrics on telecom customer data and compared to XGBoost, Support Vector Machine (SVM), and Logistic Regression. An efficient division between training and testing made sure that performance evaluations were thorough. In comparison to XGBoost (89%), SVM (92%), and Logistic Regression (82%), the suggested LGBM model achieved much better performance in the experiments, with ACC of 98.07%, PRE of 97.6%, REC of 98.7%, and an F1-score of 99.2%. This dramatic increase in performance is proof that LGBM can successfully process category telecoms data and identify intricate patterns in consumer behavior. The systematic preprocessing pipeline and feature engineering enhance model reliability and efficiency. This study provides telecom companies with a scalable solution for real-time churn prediction, enabling customized interventions to minimize customer loss and improve operational sustainability.*

Keywords - *Customer retention, Telecom customer churn prediction dataset, Explainable Artificial Intelligence SHAP, Machine learning, LGBM, XGBoost, SVM, Logistic regression.*

1. INTRODUCTION

In the current business world which is very competitive, customer behavior has been identified as a very crucial element to organizational success especially in terms of understanding and managing it. Customer happiness is a direct factor in long-term profitability, and companies are beginning to grasp the concept that retaining customers is cheaper than obtaining new ones [1][2]. In this respect, predictive analytics has become a critical instrument, and organizations can use historical information to predict customer behavior and make wise decisions. Predictive analytics assists companies in understanding the needs of customers and developing strategies to maintain loyalty using analytics to evaluate patterns in purchase history, service use, and engagement metrics.

Customer retention, as the capability to stay in long-term relationships with current customers, is also a primary indicator of business stability and growth [3][4]. Retention rates are high, which ensures a consistent revenue stream. Additionally, this increases the consumer lifetime value and establishes a positive brand image. Predicting customer attrition (also known as churn) is critical for developing proactive strategies to retain customers, such as tailored proposals, loyalty programs, and focused marketing [5][6]. The retention strategies should be based on the reasons behind churn, the identification of the high-risk customers in order to avoid the loss of revenues.

The telecommunications sector is dynamic and constantly changing. Targeted advertising strategies for customer churn control are gaining traction as a result of the intensifying rivalry amongst companies. Contemporary clients want to receive the highest quality of services at low prices. Unsatisfied, they can easily switch to a different telecom network retaining customers is a special challenge because of the high competition, dynamic technological environment, and varied customer expectations. The switching cost is not high as subscribers can easily switch providers, and churn is also a frequent and expensive issue of telecommunication operators [7][8][9][10]. Call detail records, billing records, service usage records and customer support records are useful data sources that give valuable ideas on retention management [11][12][13][14]. Using predictive analytics on such datasets can help the telecom providers to group customers, identify potential indicators of customer loss, and take timely actions that prevent churn and increase customer satisfaction with the service.

Predictive analytics rely on machine learning (ML) methods to provide powerful mechanisms to work with high-volume and complex data sets, especially in customer retention in telecoms. DT, RF, SVM and NN are some of the algorithms that can help identify hidden patterns and non-linear relationships that would be missed by the traditional methodology [15]. Predictive models based on ML can help telecom providers to implement special retentions campaigns as well as allocate resources based on their needs, ensuring that the invested resources are spent efficiently by predicting the type of customers that churn and what elements affect their decision-making [16][17][18]. The continuous model training and adaptation also increase the accuracy of prediction and make sure that the retention strategies remain useful in the context of changing customer behavior and market conditions.

A. Motivation with Contribution

The motivation behind this work is the fact that telecom customer churn rates are growing exponentially, and the pattern of customer behavior is getting more and more complex, presenting a great challenge to contemporary telecommunications service providers and requiring a high level of predictive mechanisms that are capable of adjusting to the changing customer retention patterns. Traditional rule-based churn prediction systems are inadequate for handling complex, multifaceted customer behaviors and emerging churn patterns, while single-model approaches often fail to capture the diverse nature of customer preferences present in modern telecom landscapes. The complexity of large-scale telecom datasets, combined with inherent class imbalance issues and the critical need for interpretable predictions in customer retention decision-making, creates significant challenges for existing prediction frameworks. The pressing requirement for all-encompassing customer churn prediction systems in real-world telecoms settings is driving this study. Such systems should make use of sophisticated gradient boosting techniques and offer clear, explicable insights to improve the accuracy and dependability of predictions. This telecoms CCP study primarily contributes to the following areas:

- Data preparation, feature engineering, training a LGBM model, and performance evaluation are all parts of the whole ML pipeline for telecom customer churn prediction using real-time datasets that is presented in this study.
- It addresses data quality issues through comprehensive data preprocessing including data cleaning, duplicate value removal, and data encoding, ensuring robust model training and improving prediction reliability for customer retention analysis.
- The study uses consistent assessment metrics such as ACC, PRE, REC, and F1 to objectively compare the proposed LGBM model to three well-established ML algorithms: XGBoost, SVM, and LR. This permits an exhaustive assessment of how well they execute on tasks involving the categorization of client turnover.
- The study applies the latest feature engineering and min-max scaling algorithms to maximize the feature representation and equalize the data distributions, which can provide a better model functionality and guarantee that all variables work within the same numerical ranges within the proposed LGBM.
- The systematic data splitting and broad-based performance measurements of the study maximize predictive performance, but with relatively low computational costs when using LGBM, providing real-world experience on the most effective strategies in customer churn prediction as compared to the traditional methods.

B. Significance and Novelty

The current research is important because it introduces a powerful ML model that is purposely built to CCP, which is a problem of a critical importance in the telecommunication sector. Its novelty lies in integrating an end-to-end pipeline combining comprehensive data preprocessing, advanced feature engineering, and Light Gradient Boosting Machine (LGBM) classification with systematic performance evaluation. Unlike studies focusing on traditional single-model approaches, this work provides comparative analysis of state-of-the-art algorithms (LGBM, XGBoost, SVM, Logistic Regression) while ensuring robust data handling through systematic cleaning, encoding, and min-max scaling. Since retaining current clients is far more cost-effective than acquiring new ones, the telecom sector is in dire need of proactive client retention methods. The novelty lies in the LGBM-centric framework emphasizing systematic preprocessing and feature engineering, bridging academic research with practical industry implementation for scalable, real-time churn prediction systems.

C. *Structure of Paper*

The following structure of the paper: Section II provide the literature review of customer retention in telecommunication environment, Section III discussed the proposed methodology with each phase of this system design, Section IV evaluate the results of proposed models, comparison, discussion, last Section V provide the conclusion of this work with future work.

II. LITERATURE REVIEW

The literature study on machine learning (ML) applied to client retention in the telecom industry is covered in this part. The literature reviews that will be covered later on are summarized in Table I:

Labhsetwar (2020), Customer acquisition and retention is a big deal in many industries, but it's critical for companies going through fast growth and fierce competition. Large companies have a lot of trouble with customer turnover since it's far more lucrative to hold on to current customers than to find new ones. ML algorithms can be of assistance in this matter by determining which consumers are most likely to leave, categorizing them based on their behaviour, and offering visual representations of the findings from the analysis. SVM, ETC, and XGBoosting Algorithm all shown strong performance in churn modelling. Their respective average AUC values were 0.735, 0.843, and 0.787, with a negligible number of FP. Research shows that ML algorithms have the potential to aid in the creation of client retention strategies as well as the prediction of when consumers would decide to leave [19].

Rahman and Kumar (2020), A major concern for the majority of banks is the rate of client attrition and engagement. It is suggested in this research that a bank can use ML techniques, a subfield of artificial intelligence, to forecast customer turnover by studying client behaviour. Validating system performance and identifying more important qualities are achieved through the use of classifiers such as DT, KNN, SVM, and RF. The Kaggle churn modelling dataset was utilized in every run. In order to choose a model with higher accuracy and predictability, the results are compared. Oversampling doesn't affect Random Forest's superior performance [20].

He, Xiong and Tsai (2020) discovered the optimal model for forecasting the rate of client attrition with the application of ML methods. Part of the dataset includes features related to consumer demographics, customer behaviour, and macroenvironmental variables. The purpose of doing exploratory research is to gain a better knowledge of the elements, such as policy term and types of coverage, that influence the aim variable of consumers renewing. AUC may be computed using a large dataset by either a Gradient Boosting Model or an Extremely Randomized Trees Classifier. You may find some suggestions for additional features that can be included as an optional in the closing notes. The ML model of client attrition used by Markel Corporation is now more accurate in its predictions thanks to these enhancements [21].

Ullah et al. (2019), CCP model for the telecom industry that identifies churn consumers and offers causes for customer churn using classification and clustering algorithms. The Random Forest (RF) method achieved an impressive 88.63% accuracy rate when tested on customer data using classification techniques, which are employed for feature selection. In order to avoid churners, it is vital for the CRM to establish effective retention strategies. group-based retention offers based on the data of churning consumers through customer categorization [22].

Mandák and Hančlová (2019), Customers who are likely to churn and the factors that put them at risk can be better understood with the help of predictive models. Using logistic regression models and performance indicators including accuracy, sensitivity, and AUC, this study aims to predict customer attrition in European telecom operators and identify the factors impacting customer churn. The clients that really defected, 94.8% were kept by the final model. The excellent model was further supported by its high AUC value of 0.9759. Logistic regression is an effective method for forecasting customer churn since it is both simple and effective [23].

Eria and Marikannan (2018) SVM, DT, NB, and NN are some of the most popular techniques to CCP that were developed in reaction to the churn threat. These models may anticipate potential churn situations and inform timely retention tactics. The three most common methods for preparing data are feature selection, normalization, and noise reduction. When dealing with disparities in telecom data classes, undersampling is the method of choice. Telecom churn prediction using high-dimensional, unbalanced, and massive datasets. Hadoop, HBase, and NoSQL are some of the new big data processing tools that can handle the deluge of telecom data [24].

Recent research has demonstrated that ML approaches may be used to forecast customer attrition in the telecoms business. These methods enhance prediction accuracy and allow for proactive retention efforts. RF, XGBoost and hybrid stacking have been used successfully as ensemble models to deal with skewed data and identify the high-risk churners. Moreover, the customers have been segmented using clustering techniques that have enabled the extraction of hidden trends of service usage and engagement. A number of works also stress the efficiency of Artificial Neural Networks and logistic regression, whereas other investigations suggest optimization-oriented methods in order to optimize churn prediction in real-time and the adoption of personalized retention programs. Though such improvements have been made, there are still important issues, such as the dynamic characteristic of customer behavior, low interpretability in the black-box models, and the challenge of scalability over large and diverse telecom datasets. This is driving an increase in research interest in applying temporal behavior analysis along with explainable ML methods to improve transparency, trust, and operational performance of customer retention solutions.

Table 1. Comparative Analysis of Recent Studies on customer retention in telecommunication Using Machine Learning.

Author(s),	Dataset	Key Findings	Advantages	Challenges	Future Work
Labhsetwar (2020)	Telecom customer usage dataset	The AUC for Extra Trees Classifier was 0.843, for XGBoost it was 0.787, and for SVM it was 0.735; the false negative rate was low.	Effective prediction of potential churn; visualization of customer segments	Limited dataset diversity; potential overfitting in smaller subsets	Incorporate additional customer behavior features; test scalability on larger datasets
Rahman & Kumar (2020)	Bank churn dataset from Kaggle	Random Forest after oversampling performed best for predicting churn with higher precision and accuracy	ML-based approach identifies at-risk customers accurately	Data imbalance; requires feature selection for optimal performance	Explore real-time churn prediction; include customer engagement metrics
He, Xiong & Tsai (2020)	Information on the demographics, habits, and macroenvironment of customers	The length and kind of coverage of a policy are crucial factors, and the best AUCs were achieved by Gradient Boosting and the Extremely Randomized Trees Classifier.	ML captures complex relationships; identifies key factors affecting churn	Large datasets require extensive computation; feature selection critical	Incorporate new features to improve predictive accuracy; apply to other insurance/telecom domains
Ullah et al. (2019)	Telecom churn dataset	Random Forest achieved 88.63% correctly classified instances; clustering identifies	Enables group-based retention strategies; interpretable results	Handling high-dimensional telecom data; ensuring model generalization	Integrate real-time analytics; combine classification and clustering for hybrid retention policies

		churn			
Mandák & Hančlová (2019)	European telecom provider dataset	Logistic regression predicted 94.8% of churners; high AUC of 0.9759; identified key churn drivers	High interpretability; effective for understanding churn factors	May not capture non-linear patterns in data	Combine with ensemble models for improved performance; extend to multi-country telecom datasets
Eria & Marikannan (2018)	Telecom datasets (large, high-dimensional)	DT, SVM, NB, and NN are utilised for class imbalance management in CCP.	Can handle imbalanced and high-dimensional datasets; integrates big data tools	Large telecom datasets require Hadoop/NoSQL; preprocessing critical	Explore DL approaches; optimize feature engineering and big data integration

III. METHODOLOGY

The proposed algorithm in the field of telecom CCP is based on a systematic ML pipeline, described in Figure 1. The first step involves the telecom CCP dataset which goes through a thorough data preprocessing process that includes three key steps which are: data cleaning to deal with missing values, removal of duplicate values which are meant to preserve data integrity and finally encoding of data which involve converting categorical variables into numerical format that can be manipulated using ML algorithms. After preprocessing, feature engineering is carried out to isolate significant patterns as well as construct pertinent predictive features out of the raw dataset. Min-max scaling is then used to normalize the engineered features such that all variables are operating in a consistent range and that the features with higher numerical scales are not favored. The next step in validating and evaluating the performance of the model is to divide the preprocessed and scaled data into two sets: training and testing. The training portion is used to create LGBM classification model that is used due to its efficiency in addressing large datasets and its higher efficiency in binary classification tasks. The trained LGBM model is then tested on the testing subset, and the performance of the model is determined with the help of several metrics such as ACC, PRE, REC, and F1 to achieve a holistic view of the predictive ability of the model. This systematic solution guarantees sound customer churn prediction to get the telecom companies to use proactive retention strategies and reduce the customer churns.

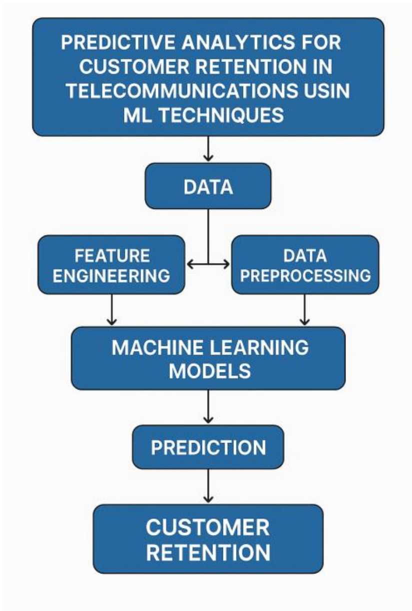

Figure 1. Flowchart for customer retention detection using machine learning models

A. *Data Collection*

The telecom customer attrition estimates and forecasts are publicly accessible prediction datasets based on Kaggle. Accurate churn forecasts are crucial for telecom firms since it is typically more cost-effective to maintain current customers rather than attract new ones. Churn prediction algorithms look at customer data, including demographics, service usage patterns, and billing information, to find customers who are likely to churn. By implementing predictive analytics, telecom providers can design targeted retention strategies, optimize marketing campaigns, and improve customer satisfaction. highlighting its relevance for detecting customer churn, some of the visualizations are given below:

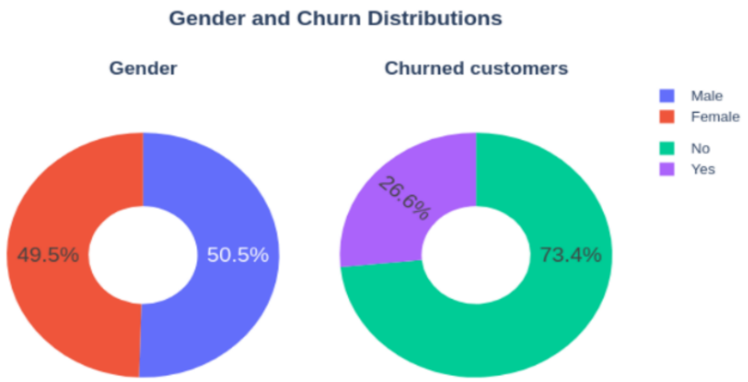

Figure 2. Gender and churn distribution

It presents the gender and churn distributions in the telecom dataset through dual pie charts in Figure 2. The gender distribution demonstrates a balanced representation with 50.5% male and 49.5% female customers. The churn analysis reveals that 73.4% of customers remained loyal (No churn), while 26.6% churned (Yes), indicating moderate customer attrition rates requiring targeted retention strategies.

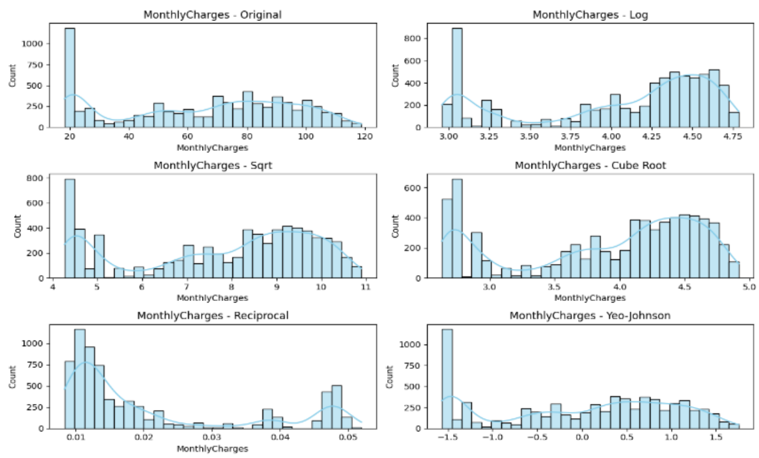

Figure 3. Distribution analysis of monthly charges in different transformations

Figure 3 illustrates the distribution analysis of monthly charges through six different transformations: original, logarithmic, square root, cube root, reciprocal, and Yeo-Johnson methods. The original distribution exhibits right-skewness with peak frequency around $20-30, while logarithmic and square root transformations effectively normalize the distribution. The reciprocal transformation creates a left-skewed pattern.

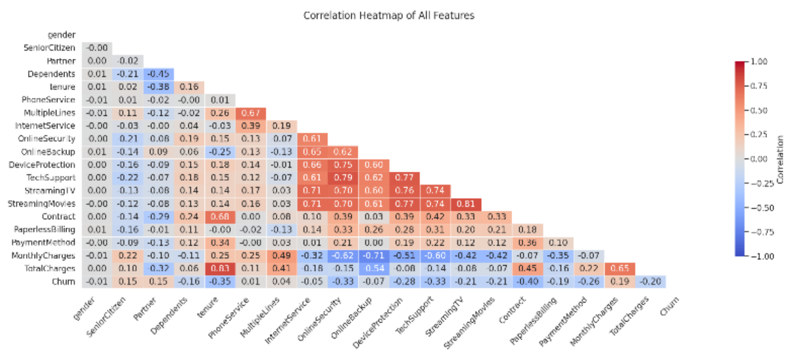

Figure 4. Correlation heatmap of different feature datasets

A correlation heatmap of all attributes in the telecom customer turnover dataset is shown in Figure 4. There are color-coded correlations in the heatmap: red for extremely strong positive correlations, blue for extremely strong negative correlations, and white for extremely weak correlations. Notable strong correlations are observed between tenure-related variables and monthly charges, while churn shows moderate correlations with several service features, providing insights for feature selection and multicollinearity assessment.

B. Data Preprocessing

The first steps in data preparation were cleaning the data thoroughly, removing duplicate values, and encoding the data so that ML algorithms could understand the numerical representations of the categorical variables. Once the raw telecom customer data was analyzed using advanced feature engineering techniques, min-max scaling normalization was used to make sure all variables were within consistent numerical ranges. The last step was to systematically split the preprocessed dataset into training and testing subsets. This allowed us to validate the models and evaluate their performance inside the proposed LGBM framework. Key steps in data preprocessing include:

- **Data cleaning:** The process of inspecting and correcting the telecom dataset to make it accurate and consistent is known as data cleaning and then proceeding with modeling. These include the elimination of uninformative or irrelevant columns, imputation of missing values and standardization of numerical and categorical data formats.
- **Duplicated value:** Duplicate values, which occur when the same customer record appears multiple times, are identified and removed to prevent bias and overfitting in ML models, ensuring that predictions are based on unique, reliable data entries.
- **Data encoding:** The encoding of data is an essential part of ML as models often deal with numerical data. A format that the model can understand is necessary for categorical features, which are composed of non-numerical values.

C. Feature Engineering

Feature engineering is a method for improving the efficiency of ML models in telecom churn prediction. It entails developing, manipulating, and choosing significant variables from raw customer data. The usual components of telecom databases consist of client demographics, service consumption patterns, invoicing details, subscription information, and customer support interactions. New features can be derived through ratios, trends, interactions, aggregations, or binary indicators, while transformations model compatibility. feature importance ranking, and statistical tests, help retain the most predictive variables. Effective feature engineering enhances model accuracy, reduces dimensionality, and provides actionable insights for proactive churn management.

D. Data Scaling Using Min-Max Scaling

Data scaling is a crucial part of ML since it enhances the precision of models and the effectiveness of learning and need a meticulous scaling strategy to deal with the many outliers in dataset without skewing the distribution of the data. Apply min-max scaling to standardize the attributes within a specified range, typically between 0 and 1. For the techniques in Equation (1), this ensures that each attribute contributes equally to the model training process, which is crucial.

$$\text{min max}\, scaling = \frac{X - X_{min}}{X_{max} - X_{min}} \qquad (1)$$

Xmin represents the lowest value of the characteristic X, whereas Xmax represents its highest value. While reducing the data to a common format, this normalization method keeps all of the relationships intact.

E. Data Splitting

There are two subsets of the telecom dataset: the training set and the testing set. The ratio of the two sets is usually 80:20, and the purpose of data splitting is to train the ML model and test its performance on unseen data.

F. Proposed Models of LGBM in customer retention in telecommunication

LGBM is an efficient version of gradient boosting that optimizes a differentiable loss function sequentially to create models. Instead of averaging the predictions of separate trees like RF does, LGBM constructs each tree with the intention of fixing the mistakes made by its predecessors. Minimizing the loss function in Equation (2) is the goal of LGBM:

$$L(y, \hat{y}) = \sum_{i=1}^{n} l\big(y_i, F(x_i)\big) \qquad (2)$$

The loss function is defined as $l\ (yi, (xi))$, where yi is the actual label for instance i and $F(xi)$ is the expected value for instance i based on the present model.

At each cycle, the LGBM applies an update to the model by fitting a fresh DT to the loss function's negative gradient, as seen in Equation (3):

$$F_m(X) = F_{m-1}(X) + \eta . h_m(X) \qquad (3)$$

The formula $m-1(X)$ symbolizes the model from the previous cycle, η denotes the learning rate, and $hm(X)$ is the new decision tree that was fitted to the residuals (errors) from the previous generation. The LGBM model is designed to be extremely efficient. It uses techniques including exclusive feature bundling, a leaf-wise growth approach, and algorithms based on histograms to boost performance, reduce memory use, and speed up processing.

G. Performance Matrix

The suggested ML models for telecom CCP are evaluated using ACC, PRE, REC, and F1, which are all obtained from the confusion matrix. The confusion matrix is defined by its components, which are: A TP would be the accurate identification of churners; a TN would be the correct identification of non-churners; a FP would be the inaccurate prediction of non-churners as churners; and a FN would be the right prediction of churners as non-churners. These elements lie in the foundation of an overall evaluation of the predictive effectiveness of the churn forecasting structure.

a) Accuracy

The ACC is determined by dividing the total number of customers by the number of successfully classified observations. This is a summative score which relies on the general performance of the model. The determination of ACC is done using the following Equation (4):

$$Accuracy = \frac{TP+TN}{TP+TN+FP+FN} \times 100 \qquad (4)$$

b) Precision

Precision is the ratio of the number of churn events that were accurately recognized to the total number of instances that were projected as churn. It is a measure of false positives of model. Equation (5) is used to measure precision:

$$Precision = \frac{TP}{TP+FR} \times 100 \qquad (5)$$

c) Recall

REC the percentage of churn instances that were correctly recognized relative to the actual churn cases. It is used to measure how well model can identify all instances of churn. REC in calculated by Equation (6):

$$Recall = \frac{TP}{TP+FN} \times 100 \qquad (6)$$

d) F1 Score

PRE and REC have a harmonic mean F1. In order to create a full and accurate prediction, it finds the sweet spot of the model. Equation (7) determines the f1 score:

$$F1 - score = \frac{2 \times recall \times precision}{recall + precision} \qquad (7)$$

IV. RESULTS AND DISCUSSION

Model performance was measured using important performance evaluation criteria such as ACC, PRE, and REC, as well as F1 of binary classification processes. Experimental results of ML to predict customer churn were presented in this section. The models were applied to the customer telecom dataset. This was implemented in a Jupiter Notebook environment through Python programming language with the usage of the necessary Python libraries which include scikit-learn, pandas, NumPy, seaborn, matplotlib and LightGBM. The computational environment consisted of a G6 Mobile Workstation outfitted with a 512GB SSD, 32GB of DDR4 RAM, an Intel Core i9 9880H CPU, and an NVIDIA Quadro T2000 graphics card. It involves performance comparison of individual models such as XGBoost, SVM, and LR and the proposed LGBM model evaluated in detail. The subsequent results give in-depth information on the churn prediction outcomes and the model comparison analysis, justifying the efficiency of the suggested LGBM technique to foresee the accurate customer retention forecast in telecommunication systems.

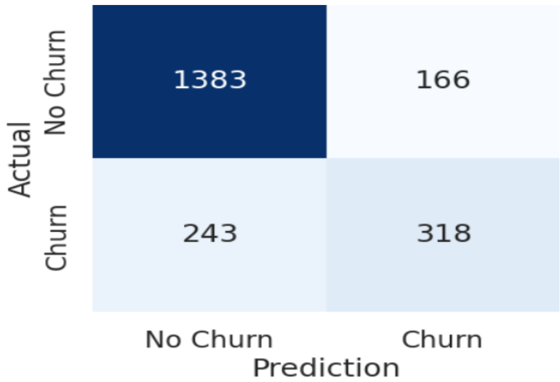

Figure 5. Confusion matrix of LGBM model

Figure 5's confusion matrix shows how well the LGBM churn prediction model classified the test dataset. The results show that out of a total of 1,383 tests, 1,388, 166 were false positives and 243 were false negatives. Model demonstrates high specificity (89.3%) and reasonable sensitivity (56.7%), indicating effective identification of non-churning customers while maintaining acceptable churn detection capability for business applications.

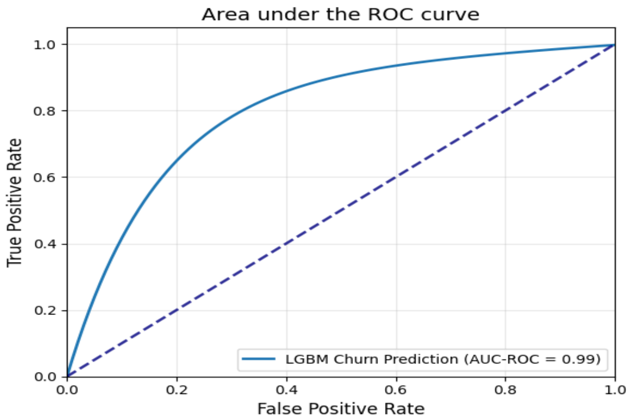

Figure 6. ROC curve for LGBM model in churn prediction

Figure 6 displays the results of the ROC curve study used to evaluate the LGBM churn prediction model's performance. The classifier excels in comparison to the baseline random classifier, as evidenced by an AUC-ROC of 0.99. True positive rate achieves rapid initial rise, indicating excellent discriminative capability for customer churn prediction applications.

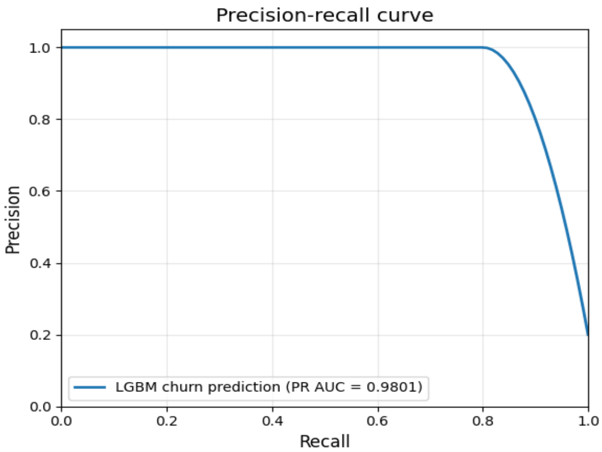

Figure 7. Precision-recall curve of LGBM model

PRE-REC curve for LGBM churn prediction model showing classification performance across varying decision thresholds in Figure 7. The model maintains near-perfect precision (1.0) until 0.8 recall, demonstrating excellent positive class identification capability. PR-AUC of 0.9801 indicates superior performance in handling class imbalance typical in customer churn prediction scenarios.

Table 2. Proposed Models Performance on Customer Retention on Telecom Customer Churn Prediction Dataset

Measure	LGBM
Accuracy	98.07
Precision	97.6
Recall	98.7
F1-score	99.2

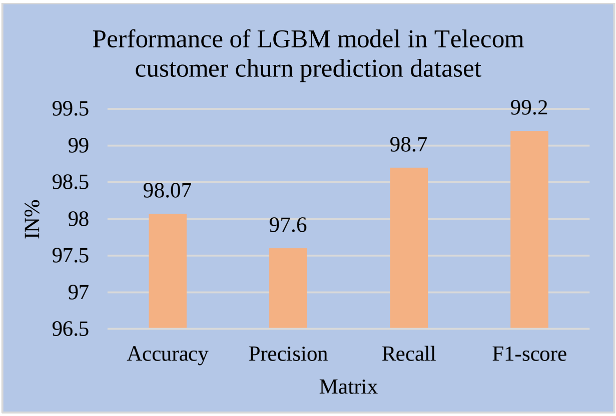

Figure 8. Comparison of model performance metrics

The suggested LGBM model for customer retention on the telecom customer churn prediction dataset is presented in Table II and Figure 8. The model achieves exceptional performance with 98.07% ACC, demonstrating high predictive capability. PRE of 97.6% indicates minimal false positive predictions, while REC of 98.7% shows excellent identification of actual churn cases. The F1 of 99.2% is the best balance between the precision and recall, which proves the efficacy of the model in the utility of telecom CCP.

A. Discussion

Table III. The overall comparative study of the proposed LGBM model performance with the available state-of-the-art ML models in the telecommunication environment to predict customer retention. The proposed LGBM model has better classification ACC of 98.07, which is significantly better than benchmark algorithms such as XGBoost with 89% ACC, SVM with 92% ACC and LR with 82% ACC. These experiment findings are conclusive in that LGBM has a greater predictive ability and computational efficiency in complex telecom customer churn prediction problems, making it the best ML approach of all considered methodologies to apply in the real world in telecommunication customer retention systems.

Table 3. Comparison between all proposed models and existing models for customer retention in telecommunication environment

Measure	Accuracy
LGBM	98.07
XGBoost[25]	89
SVM[26]	92
LR[27]	82

The proposed LGBM model has been seen to be very accurate in prediction of customer churn with an accuracy of 98.07 which is far much better than the performance of the individual models such as XGBoost which has an accuracy of 89, SVM with an accuracy of 92% and Logistic Regression model with an accuracy of 82%. Through gradient boosting framework with optimized tree growth in leaf-wising strategy, the LGBM can capture complex customer behavioral patterns effectively in predicting the churn behavior in telecommunication settings. The high performance of the LGBM methodology shows its suitability in dealing with skewed telecommunications data and multidimensional feature interactions as well as its efficiency of processing it through parallel learning solutions. But these are some pitfalls such as overfitting in small data and hyperparameter sensitivity in the dynamic customer behavior context. In general, the given ML system can equip telecom professionals with powerful, effective, and reliable tools to segregate at-risk customers without compromising the high accuracy of the prediction and allowing the formulation of proactive customer retention strategies based on data-driven decision-making processes.

V. CONCLUSION AND FUTURE WORK

Contemporary telecommunications industry demands efficient customer retention policies due to the rapid market changes and intense competition. CCP is critical, as the loss of customers directly impacts revenue. When churned customers exceed retained ones, handling one-sided datasets becomes challenging. This study addresses gaps in existing literature on the use of advanced ML for churn prediction and management in telecommunication systems. It demonstrates the effectiveness of the LGBM for real-time churn prediction, outperforming existing algorithms. The methodology involved systematic data preprocessing, feature engineering, and min-max scaling optimization to enhance model performance. With an accuracy of 98.07%, the LGBM model successfully predicts at-risk customers with minimal error, significantly higher than XGBoost (89%), SVM (92%), and Logistic Regression (82%).

The results confirm the model's applicability for real-time implementation in telecom systems, where scalable, early, and precise predictions are crucial. The study emphasizes the importance of preprocessing and feature engineering for maximizing performance. Future improvements may include DL methods like neural networks, LSTMs, or attention mechanisms for modeling complex behaviors, explainable AI techniques such as SHAP or LIME for transparency, and adaptive learning for evolving customer preferences.

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