

Predicting Customer Churn

Overview

- Project objective
- The data
- Method and approach
- The final model
- Results and implications

Business Problem

Objective: Predict whether a given customer will churn

- reduce revenue loss
- Increase customer retention

Data

Information about past customers

3000+ customers

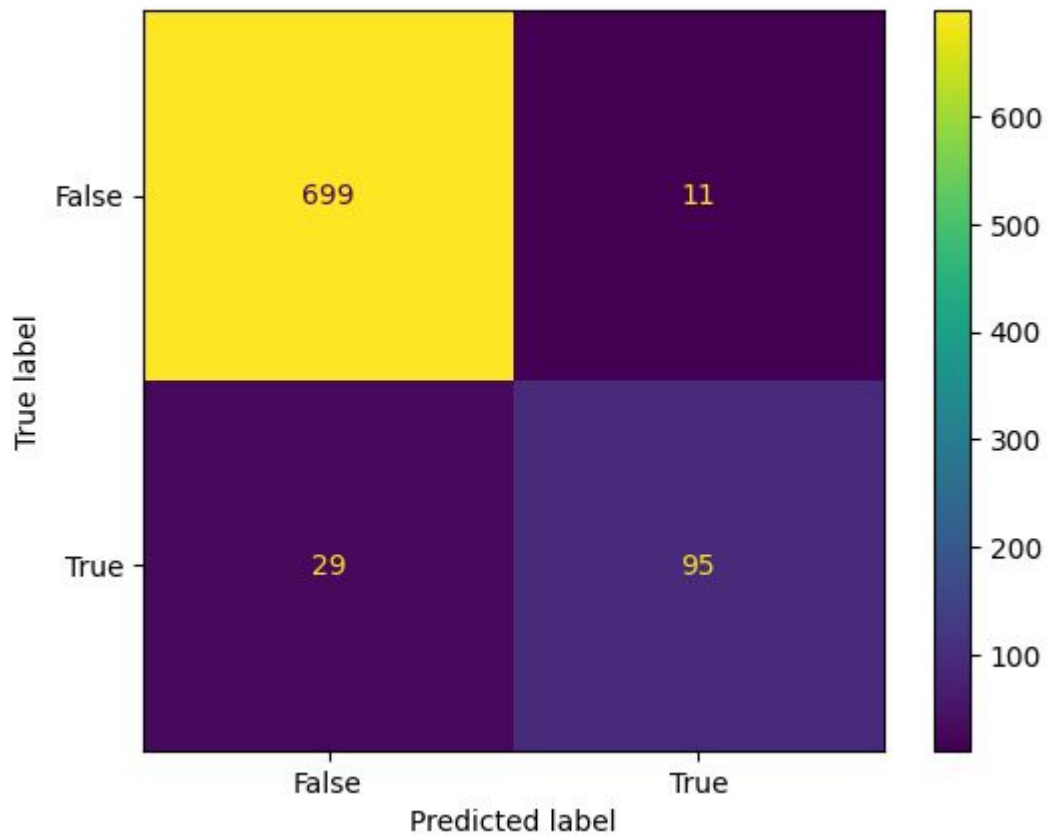
20+ categories

Modelling method

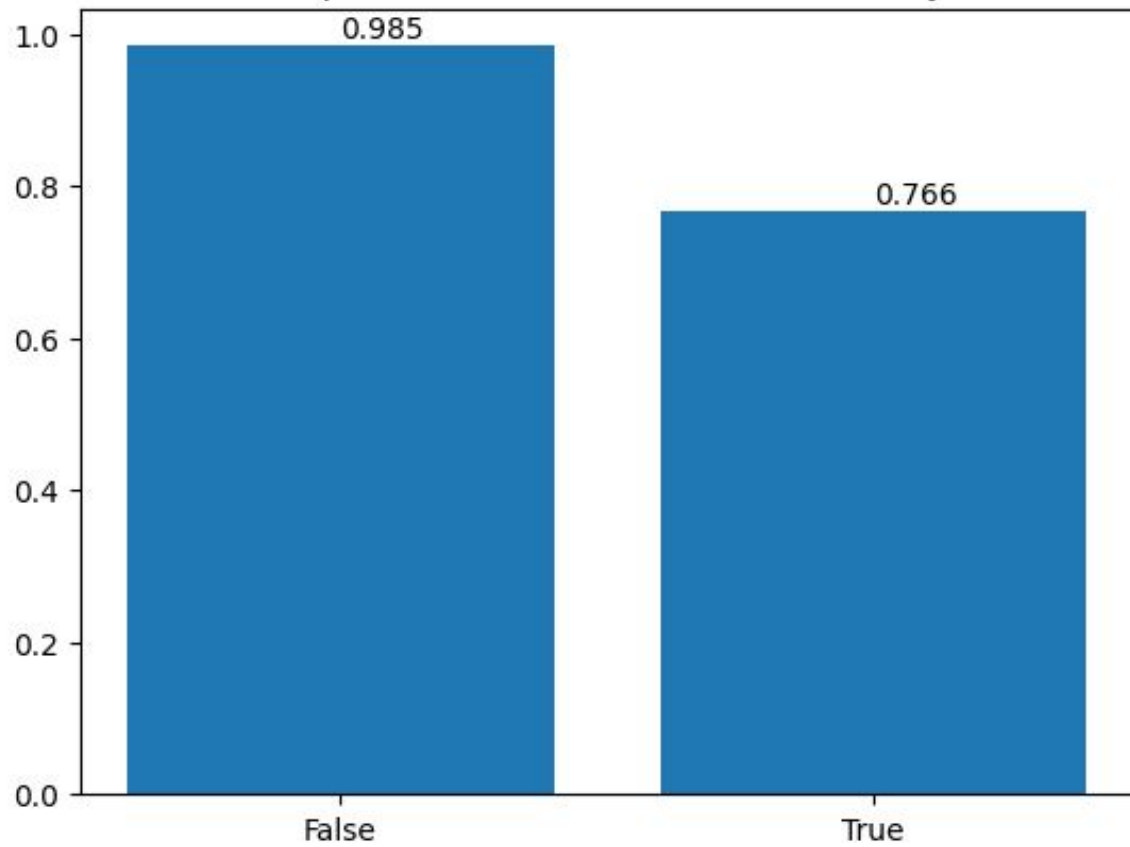
Classification

- Answers a yes/no question
- Categorical

Final Model Confusion Matrix for Test Data



Proportion of cases identified correctly



Recommendations

❖ Surveys

❖ Incentives

Next Steps

- ❑ Obtain more data points
- ❑ Experiment with other classification models

Thank you for listening!