User Churn Project | Regression Modeling Results

Overview

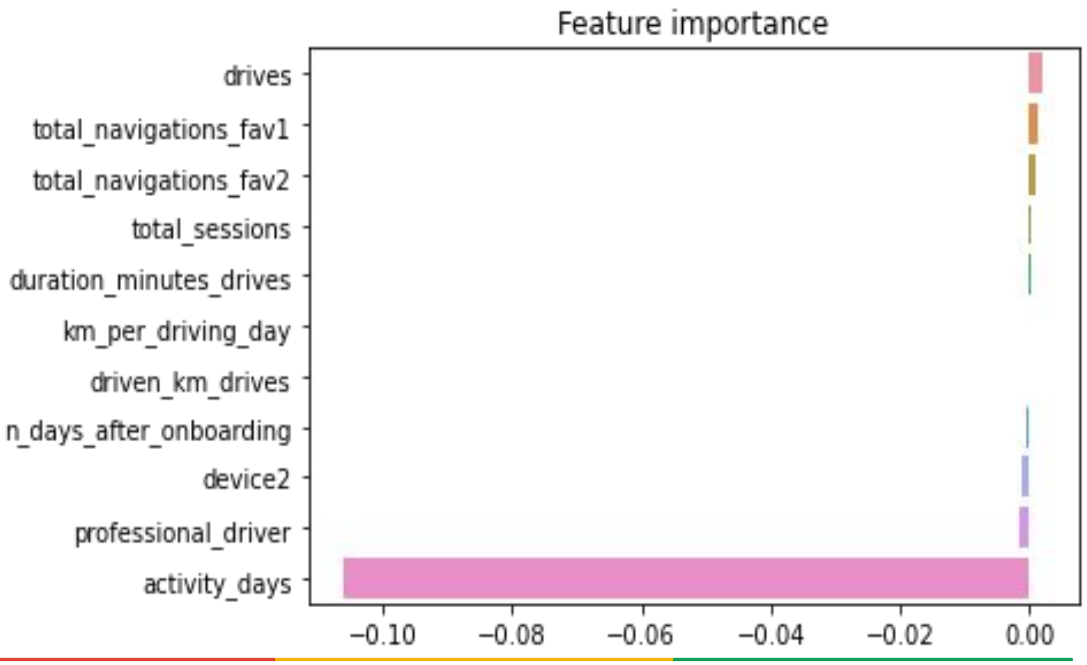
-Apply user data to build a binomial logistic regression model to predict user churn based on a variety of variables.
-Evaluate the model's performance.
-Make suggestions for next steps.

Objective

-Decide which variables are best predictors of user churn.

Results

-Activity days is by far the most significant predictor in the model for user churn.
-The model had very low precision and recall scores of 53% and 11% respectively. The model created a large number of false positives.
-We learned previously that user churn rate increased when km_per_driving_day increased. In this model this was the second least important variable in predicting user churn.



Next Steps

-Due to the model results, our team recommends using the key insights from this project milestone to guide further exploration.
-This model should not be used to make significant business decisions; however, it has valuable insights insofar as it demonstrated a great need for additional data (features) that correlates with user churn.