

School Of Computer Application

Bachelors of Computer Applications



Babu Banarasi Das University

Lucknow

Academic Session 2025 – 2026

PRACTICAL PROJECT REPORT

on

**Telco Customer Churn Prediction using
IBM SPSS Modeler**

Submitted By:

Name: Ayush Verma

Roll No: 1230258135

Class: BCADS32

Subject: Predictive Analytics

Course: BCA DS&AI

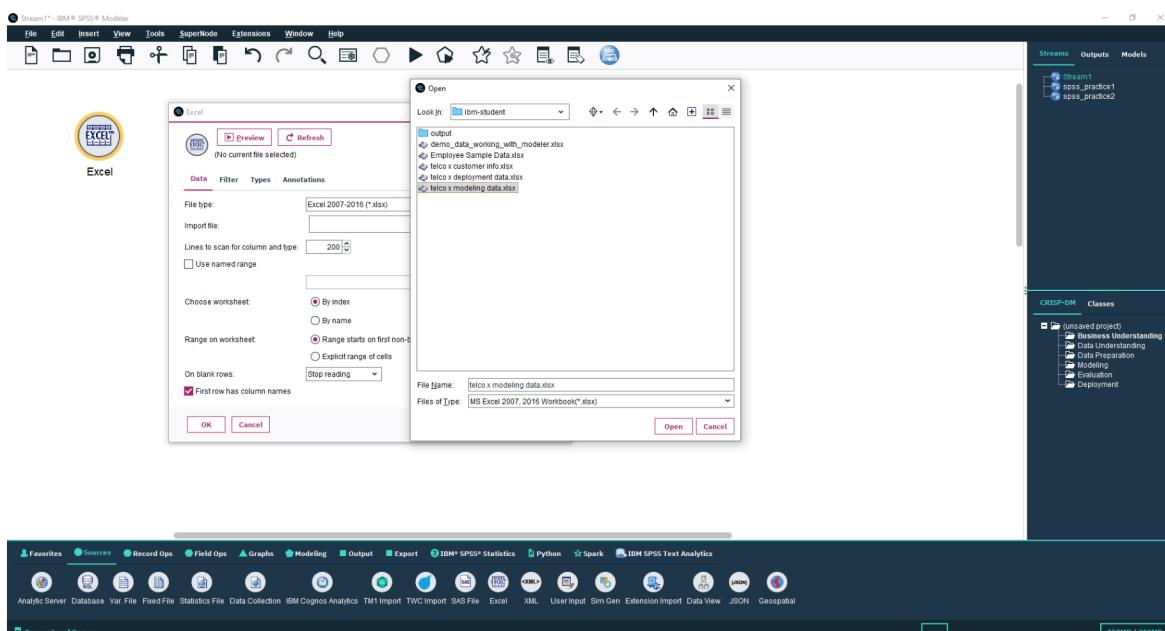
Submitted to:

Mr. Ayushman Bhaduria

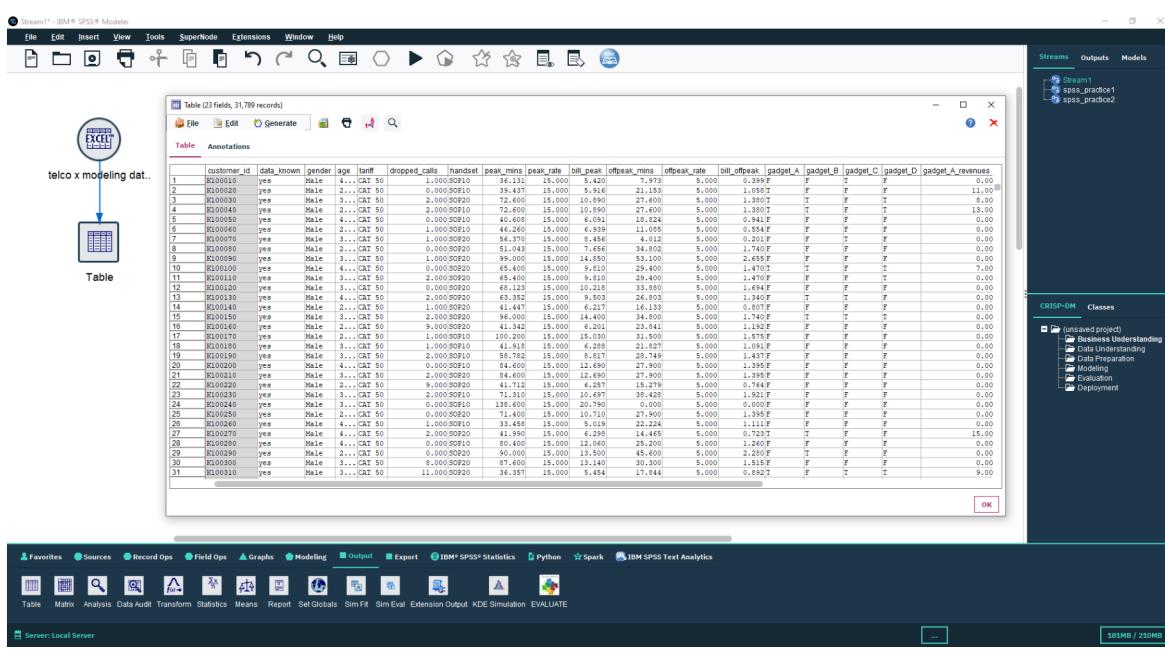
Objective: To train a churn prediction model on telco modeling dataset and test the model on telco deployment dataset and save/export the result.

Steps:

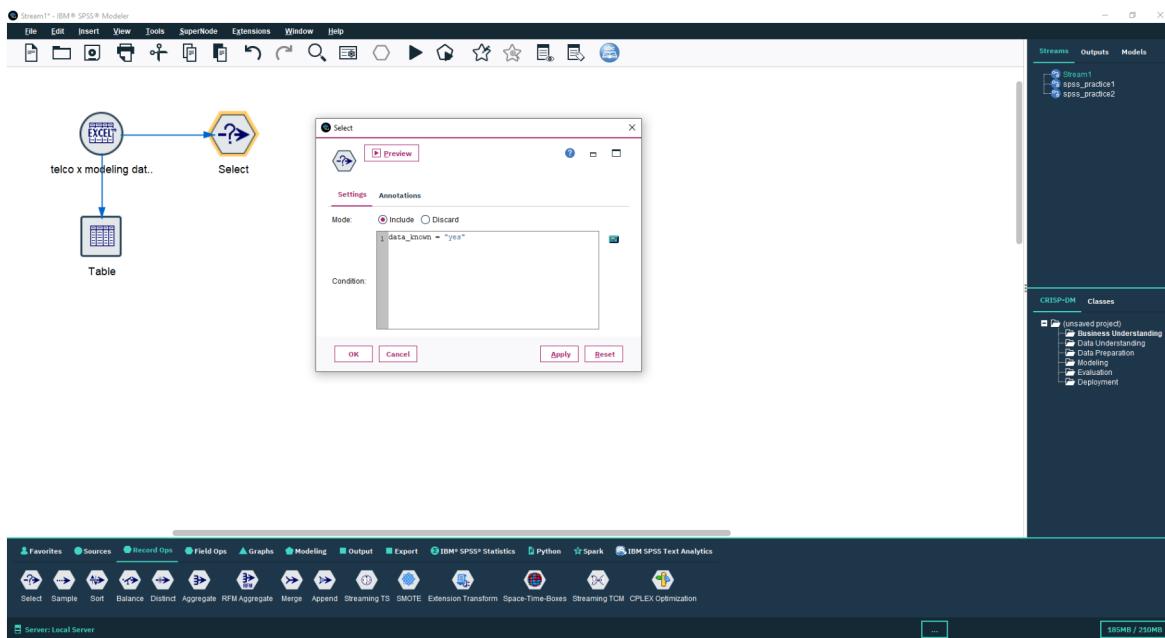
- import dataset using Excel node from the source pallet, and select the dataset



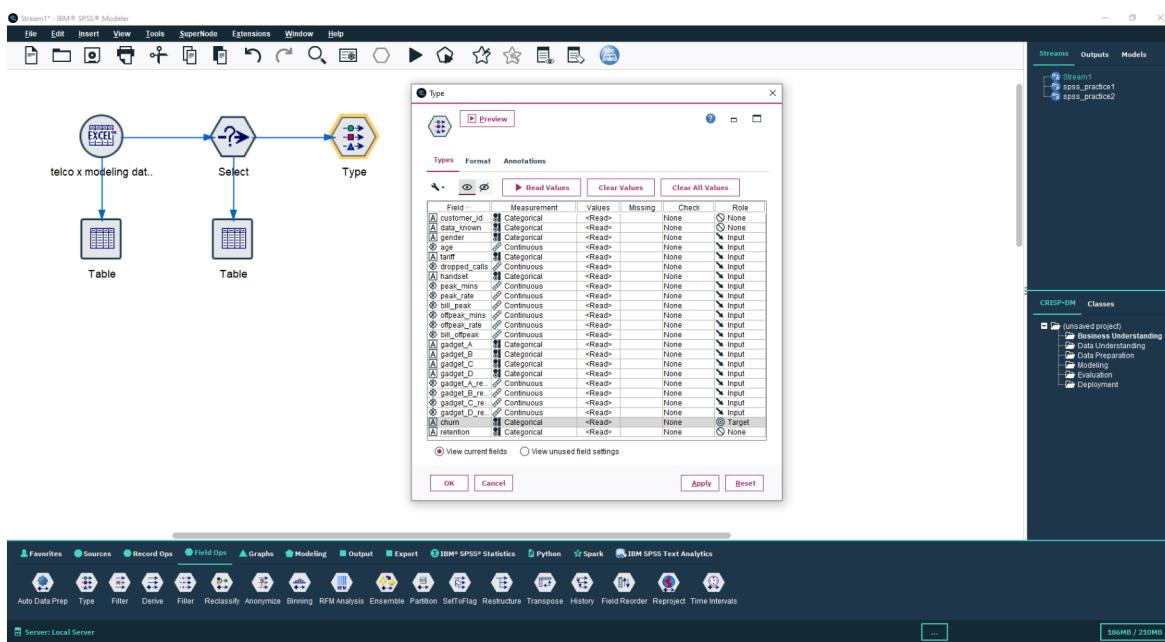
- Connect excel node to a table node and run it to see the data.



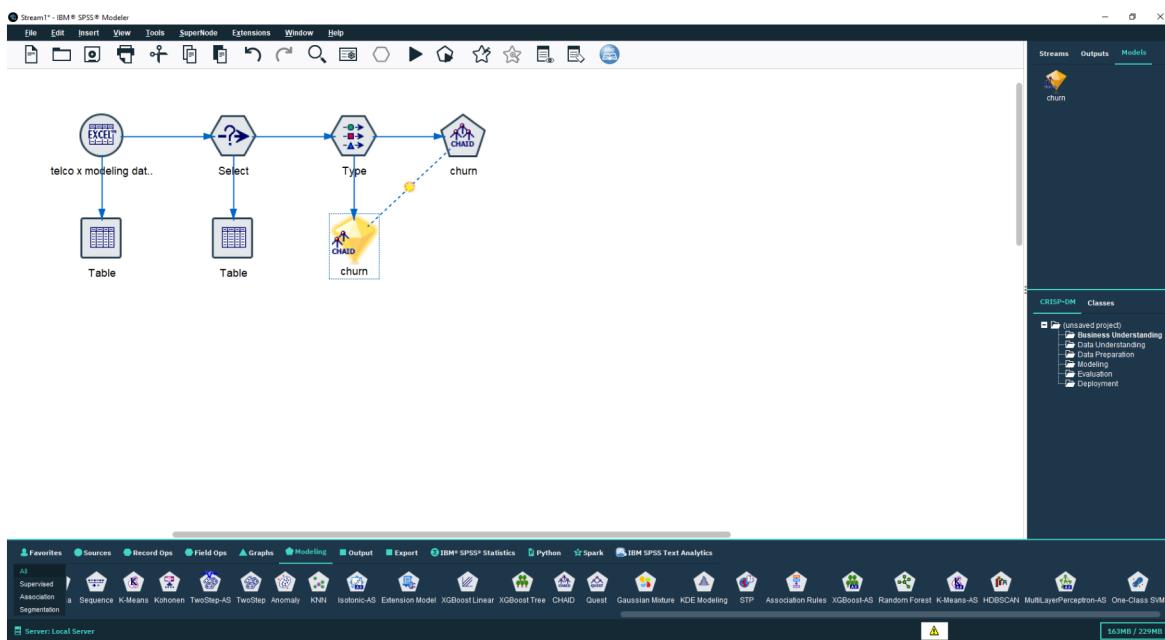
- Drag and drop select node and connect excel node to it and set the condition : data known = “yes”, to select only records that have known data only.



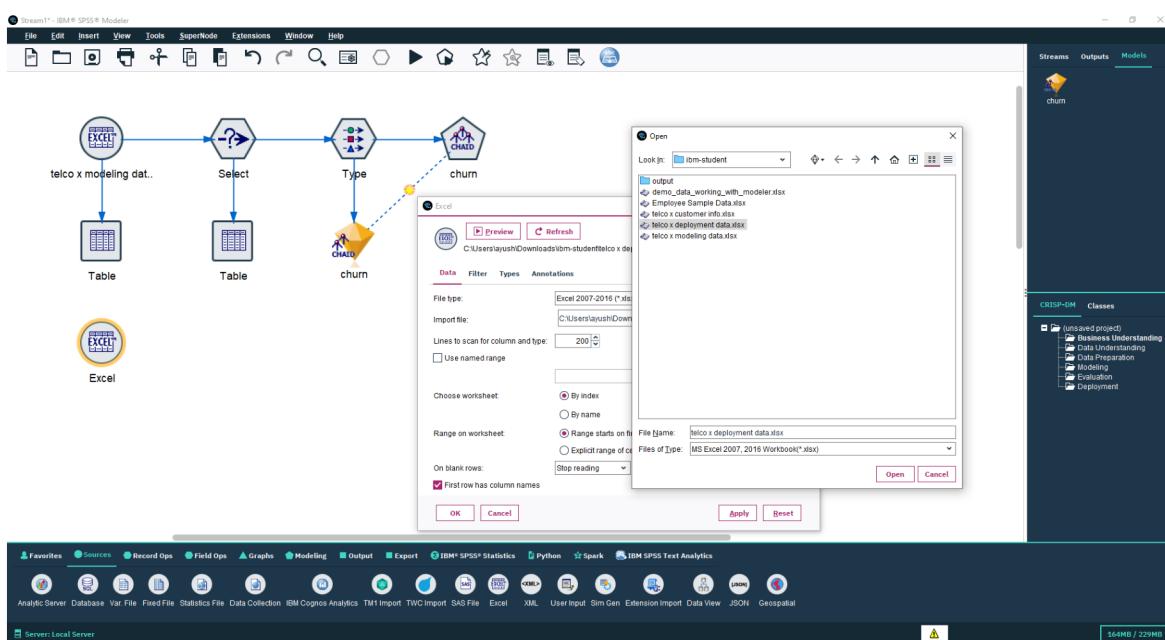
- Now connect a select node to a type node and adjust the measurement and roles (predictors, target)



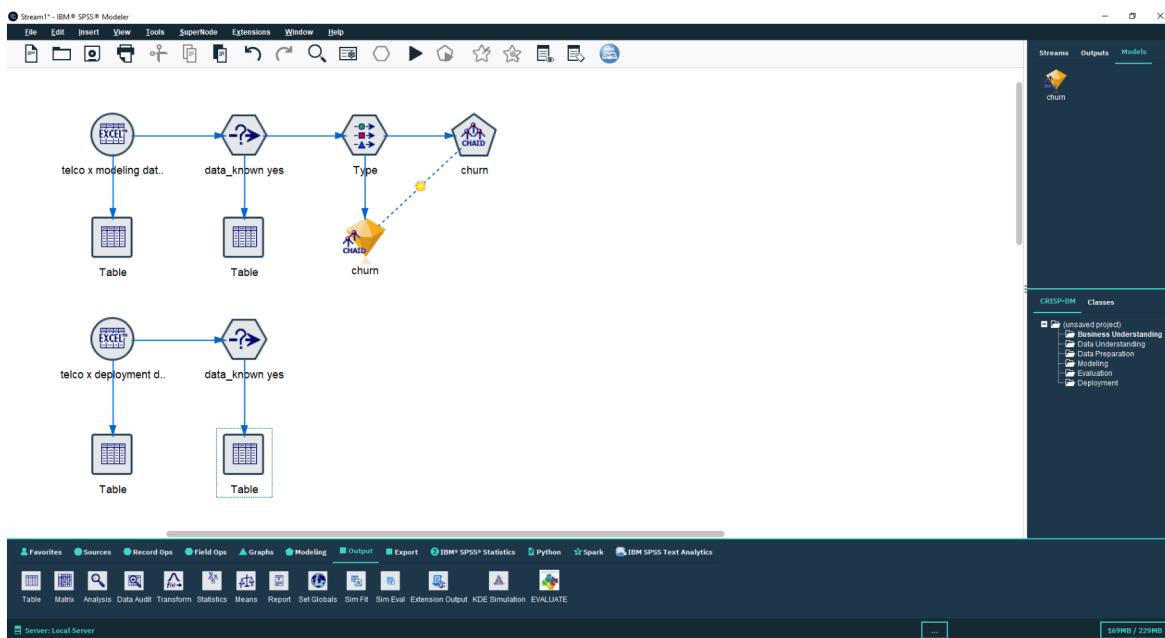
- After that connect the type node to a CHAID node and click run, it will generate a model.



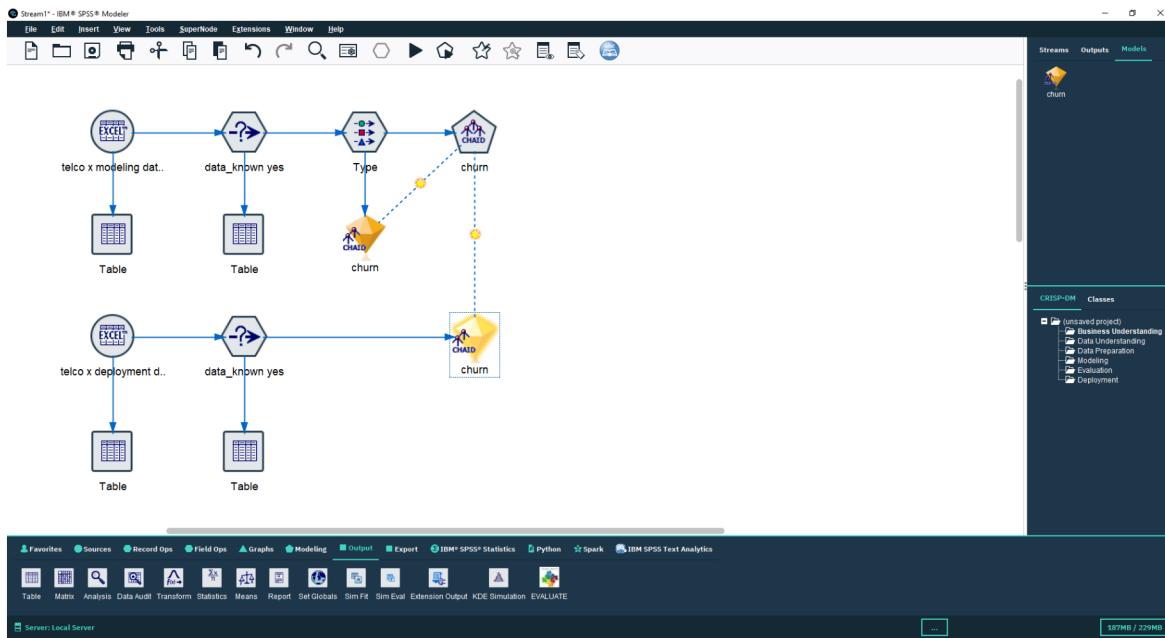
- After the training part is complete we will test the model.
- Add Excel node to the canvas and select the deployment dataset.



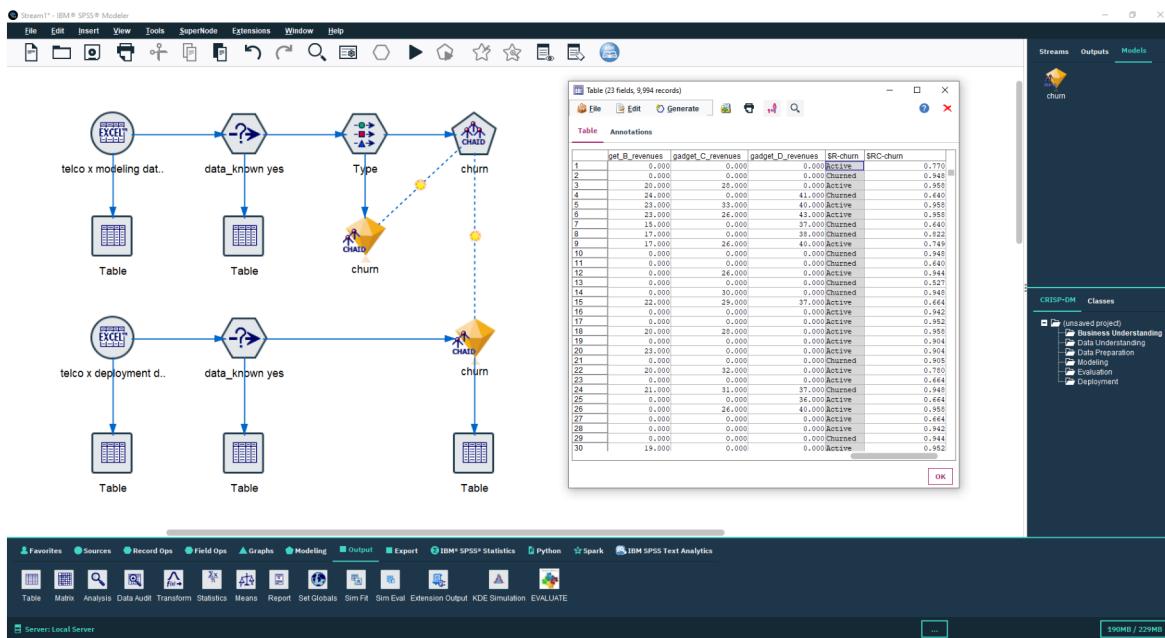
- Connect excel node to select node with condition data_known = “yes”



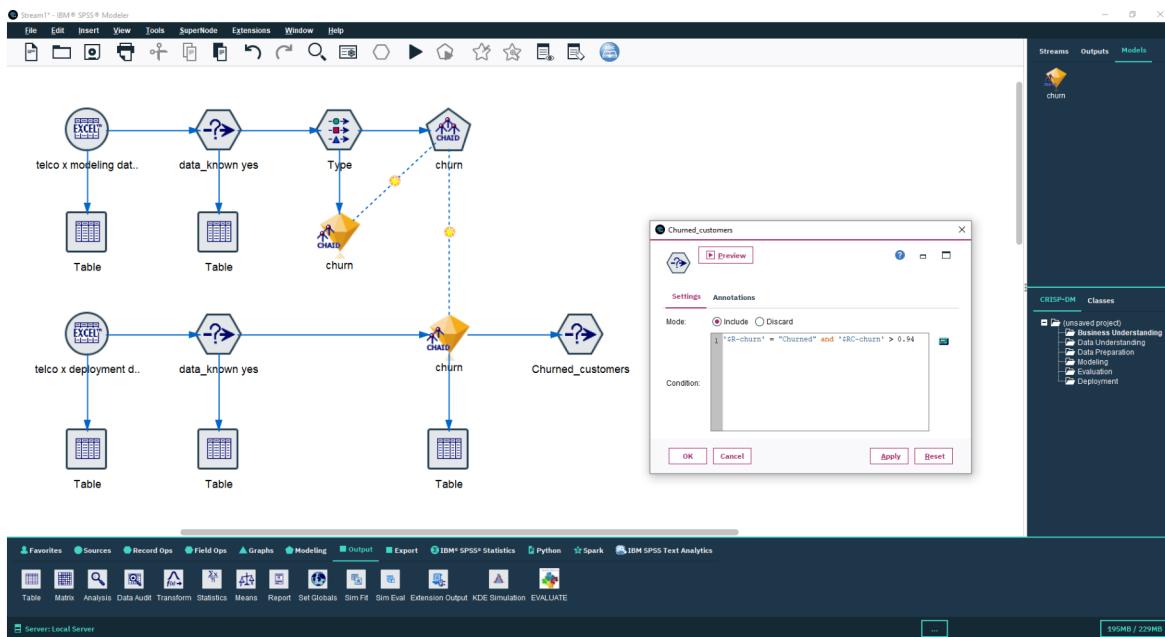
- use the generated model and connect the select node to the model



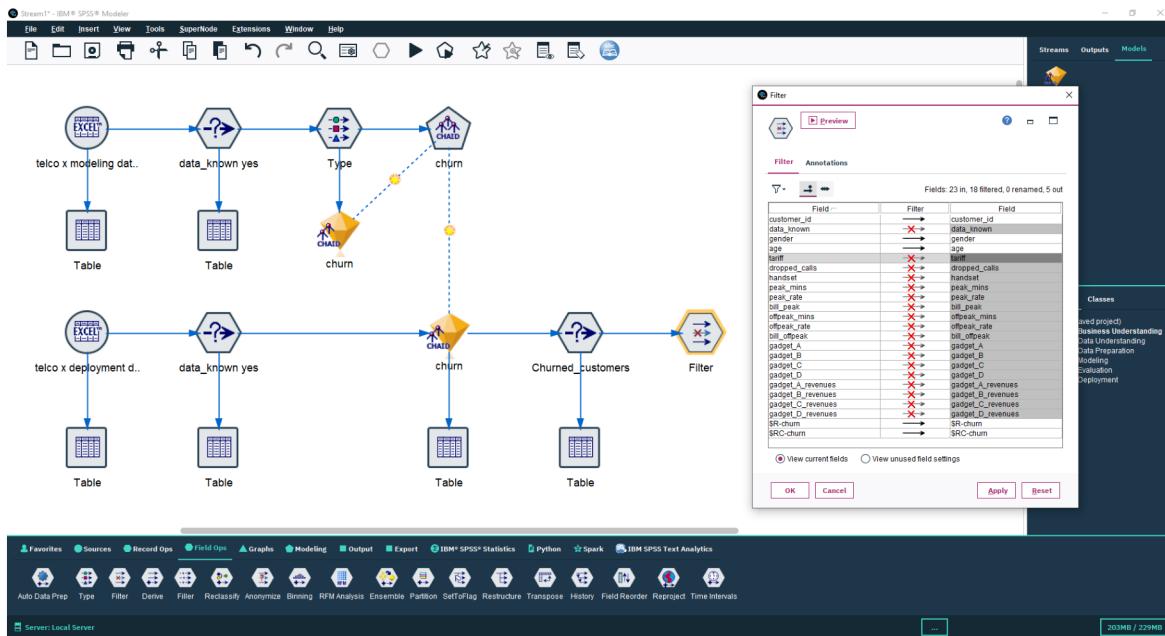
- connect the model to a table node and click on run to see the predicted values.



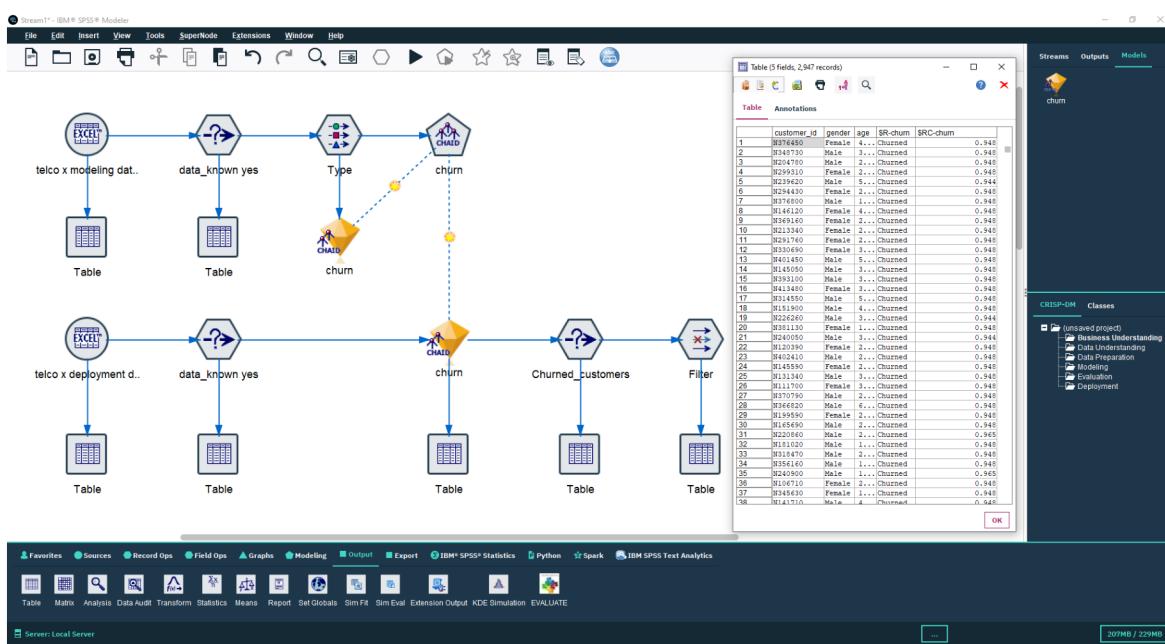
- To get the data of churned customers only, use select node to include records with churned customer only and accuracy above 0.94.



- Now we will connect select node to a filter node and select specific fields.



- After that we connect it to a Table node and run it to see the output.



- Now we will use flat file node from export pallet to export the output file, connect filter node to flat file node and run the flat file node.

