Telecom Customer Churn Prediction Dashboard

The purpose of this dashboard is to highlight key features that influence why a customer has churned.

This uses a fictitious dataset and does not contain any PII information

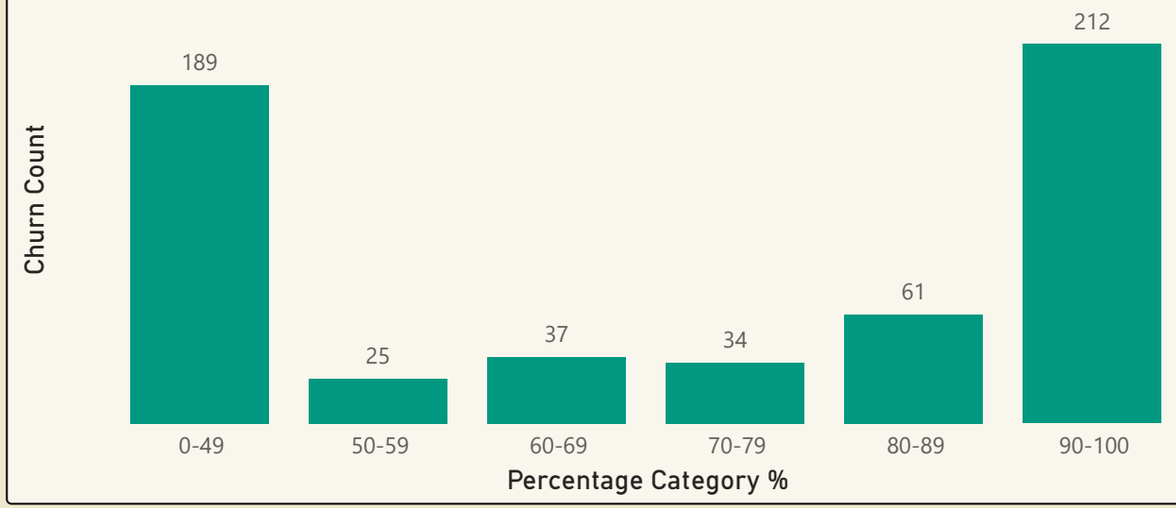
Customer Count	Churn Count
2095	558

	Predicted No	Predicted Yes
Actual No	1378	159
Actual Yes	179	379

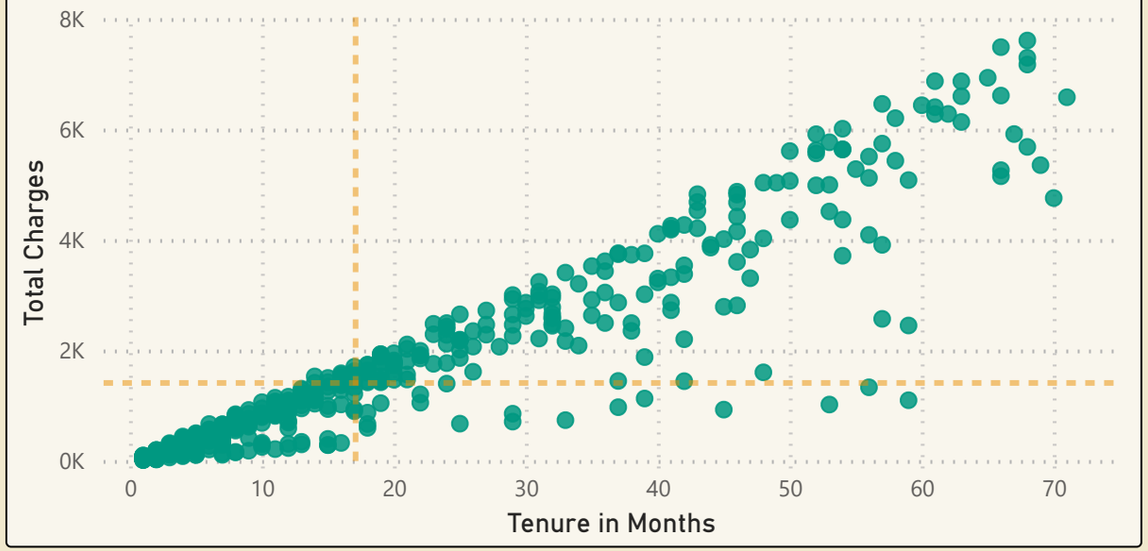
Confusion Matrix Breakdown:

- There were 1,378 customers who did not churn that were accurately predicted by the M.L. model.
- There were 179 customers who churned that were incorrectly predicted by the M.L. model as not churned.
- There were 159 customers who did not churn that were incorrectly predicted by the M.L. model as churned.
- There were 379 customers who did churn that were accurately predicted by the M.L. model.

Models Prediction of Churn Count by Percentage Category



Customers Who've Churned by Total Charges & Tenure



Summary From Above: The model predicted 369 customers correctly who's chance of churning was greater than 50% and incorrectly predicted 189 customers who were below 50% of churning. This gives the model's accuracy based on the 50% churn prediction threshold of 68.60% accuracy.

Summary From Above: On average, we see that a customer churns around the 17 month for a total of $1,413 in charges.

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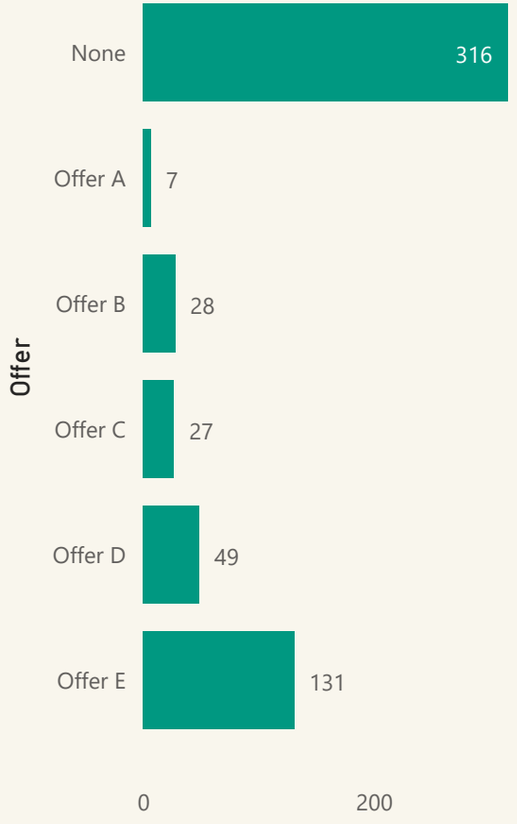
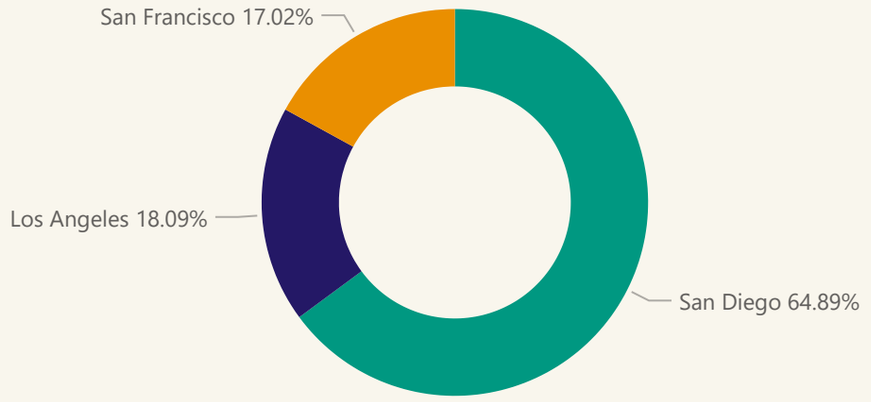
Churn Count by Product Offer



Reasons For Customer Leaving

Churn Reason	Churn Count
Competitor made better offer	98
Competitor had better devices	93
Attitude of support person	67
Competitor offered more data	36
Don't know	34
Competitor offered higher download speeds	29
Product dissatisfaction	28
Price too high	27
Attitude of service provider	25
Long distance charges	24
Network reliability	19
Service dissatisfaction	17
Limited range of services	13
Moved	11
Poor expertise of online support	10
Extra data charges	8
Lack of affordable download/upload speed	7
Lack of self-service on Website	6
Poor expertise of phone support	4
Deceased	2
Total	**558**

Top 3 Cities With Highest Churn



Churn Count by Internet Type