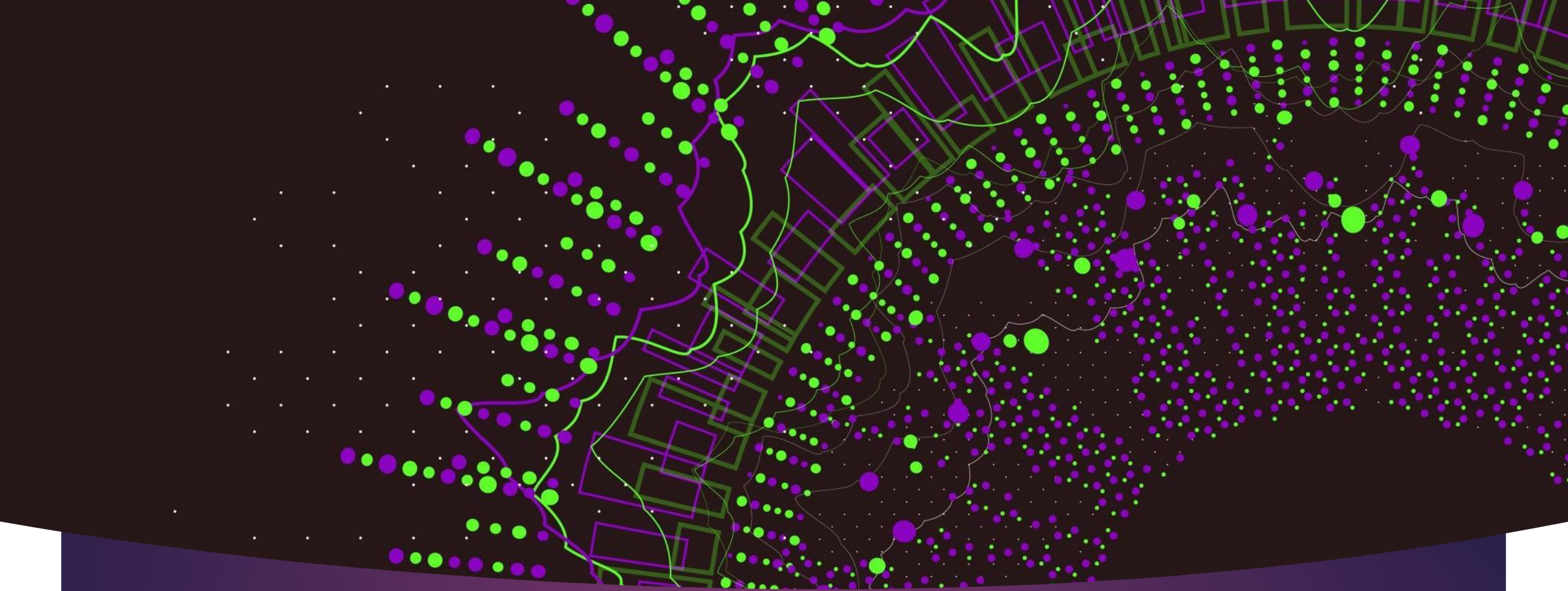
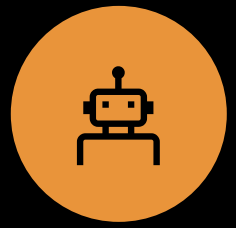


Telco Customer Churn Analysis and Prediction

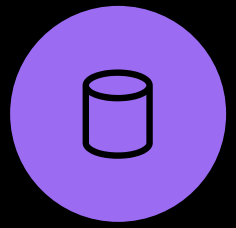
Contents

INTRODUCTION

CUSTOMER CHURNING TRENDS: UNRAVELING THE TOP INSIGHTS



MACHINE LEARNING ALGORITHMS



MODEL PERFORMANCE

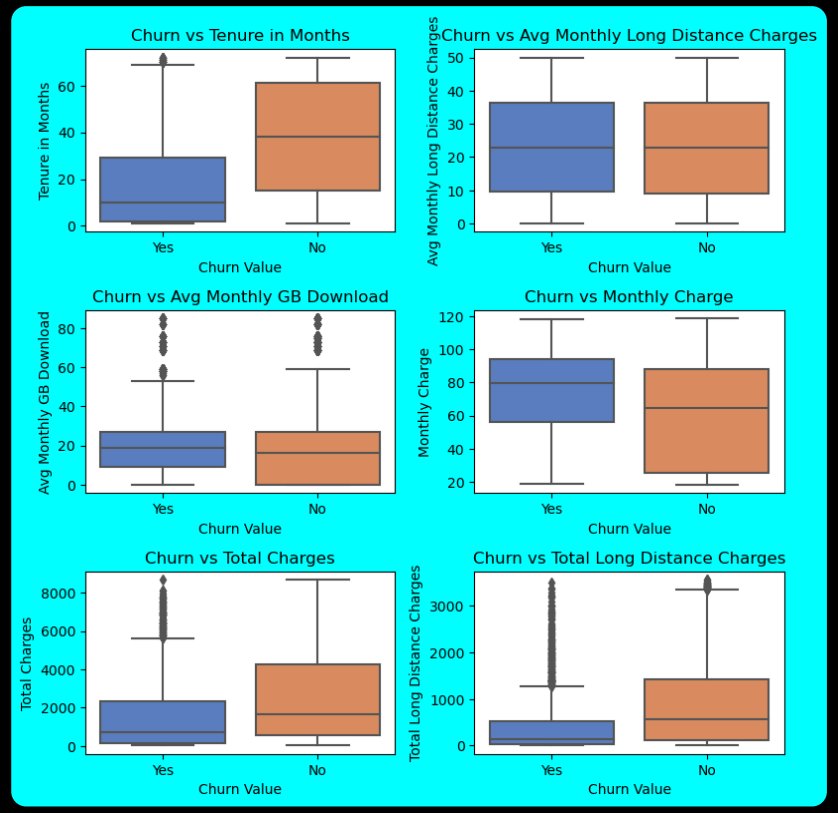
RECOMMENDATIONS FR CUSTOMER RETENTION

Introduction

Telecom companies aim to predict customer churn for proactive retention and improved customer loyalty.

This Presentation entails ways to identify them and provide Recommendations to retain them

Customer Churning Trends: Unraveling the Top Insights



CUSTOMER DEMOGRAPHY: YOUNG OR UNMARRIED CUSTOMERS ARE MORE LIKELY TO CHURN

CONTRACTS: CUSTOMERS WITH MONTHLY CONTRACTS AND HIGH MONTHLY COSTS CHURN MORE

PAYMENT MODES: CUSTOMERS PAYING BY ELECTRONIC MODE CHURN MORE THAN OTHER MEANS

Machine Learning Models

Empowering decision-making with a lineup of predictive models to predict Customer Churn

Explored a number of Models like Logistic Regression, Decision Trees, Random Forest, XGBoost, etc to arrive at the best Model

Gradient Boosting outperformed other models and delivered the most accurate customer churn predictions

Model Performance

Accuracy

- The Machine has a commendable accuracy of 82%, making reliable and precise predictions in its task.

Precision

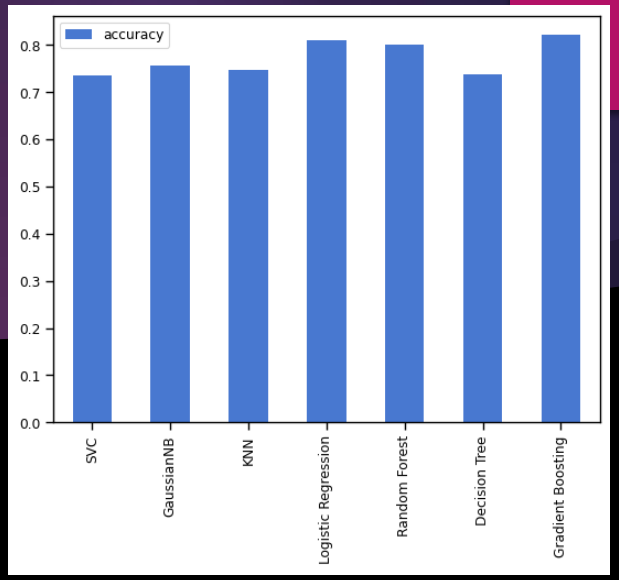
- It has an impressive precision of 82%, precisely identifying a substantial portion of true positive instances in its predictions.

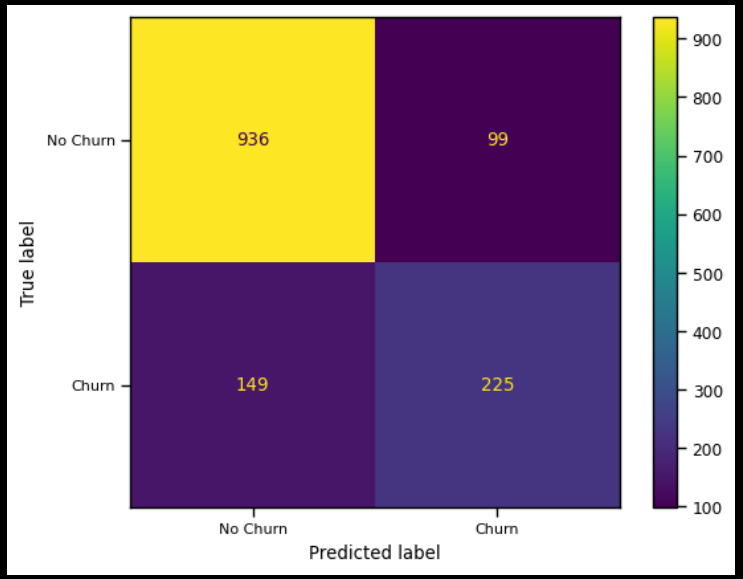
Recall

- The Machine captures a significant portion of actual positive instances in its predictions

Highlight

- ***The machine's predictions are incredibly accurate and reliable across all aspects!!***





Recommendations for Customer Retention

Personalized offers and discounts

Improved customer support and engagement

Long-term contract incentives

Targeted marketing campaigns

Thank You