

Predicting Customer Churn

A dark blue, abstract, curved shape that starts from the bottom left and sweeps upwards and to the right, filling the bottom half of the slide.

Overview

- SyriaTel telecommunications
- 3,333 entries
- 21 columns

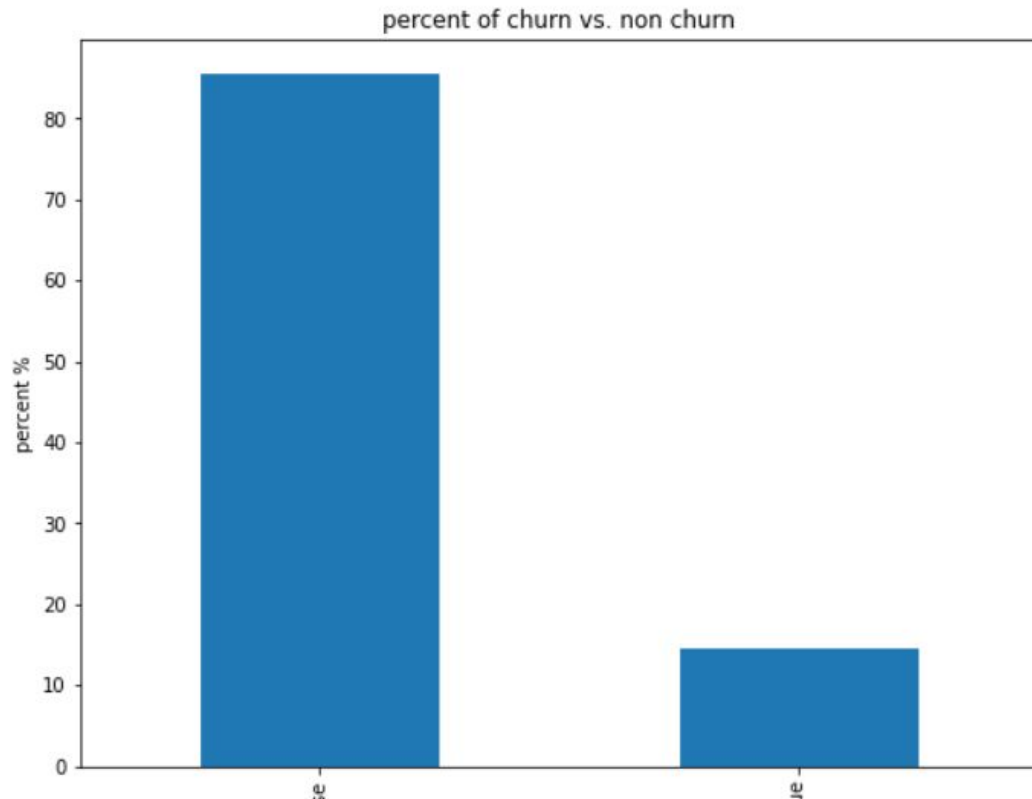
Business Understanding

Predictive modeling

- churn likelihood
- Customer retention

Data Understanding

85.5% of customers
haven't churned

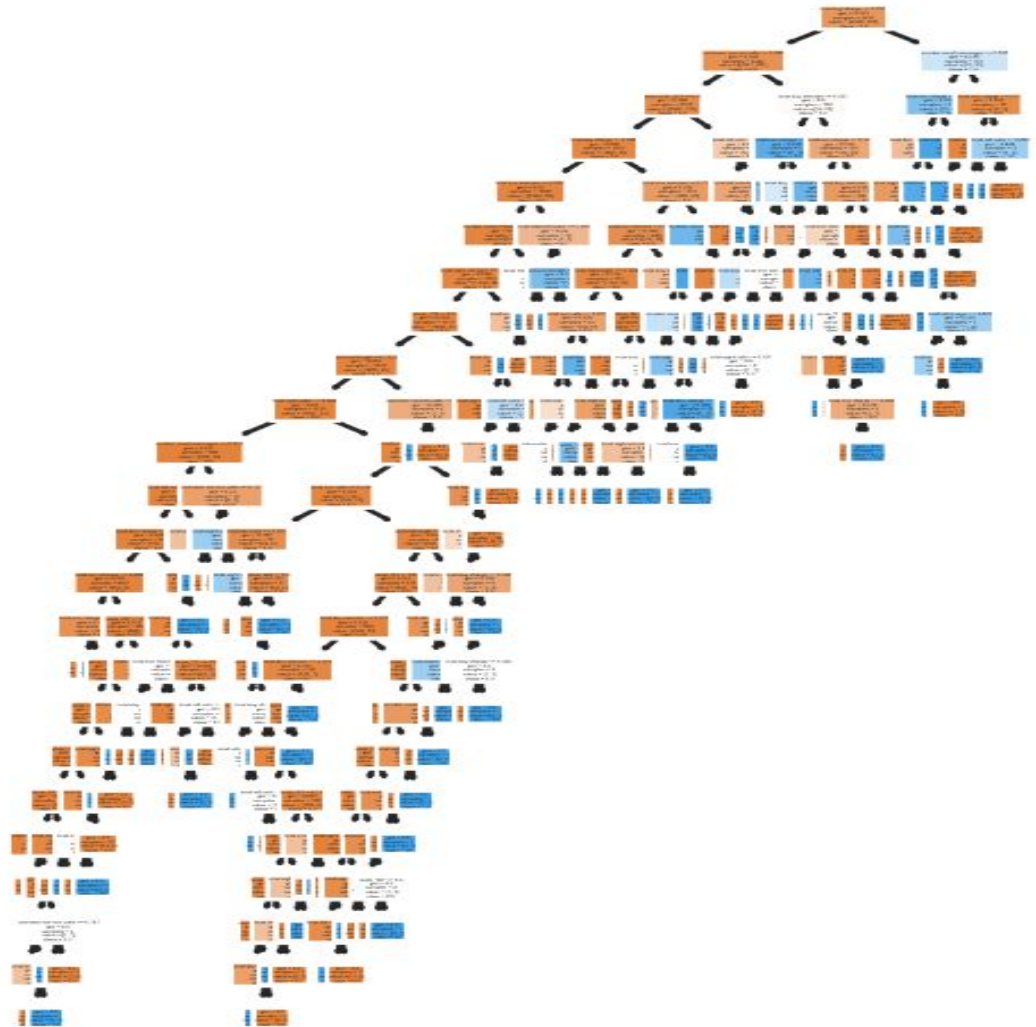


The Chosen Model

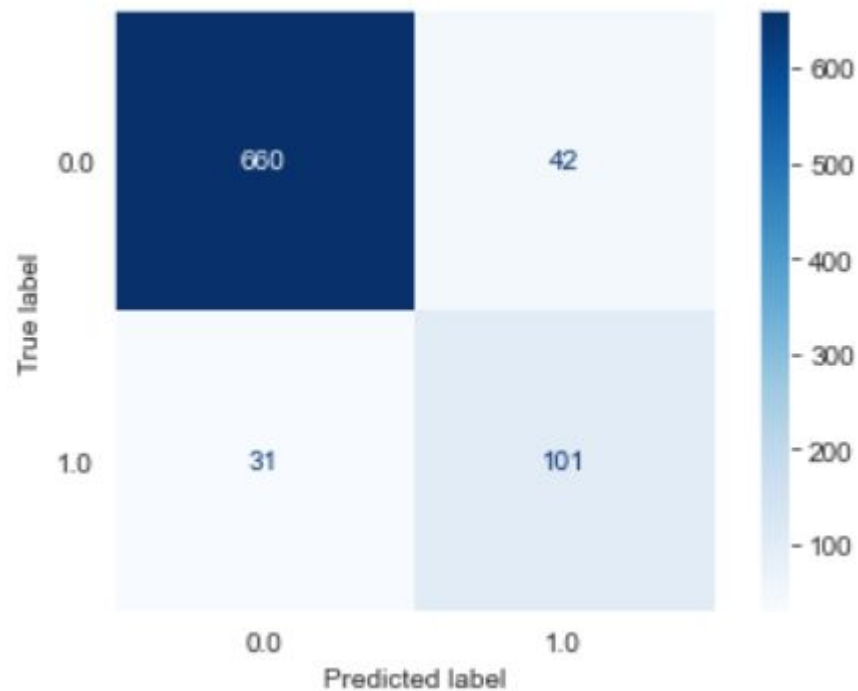


Decision Tree Classifier

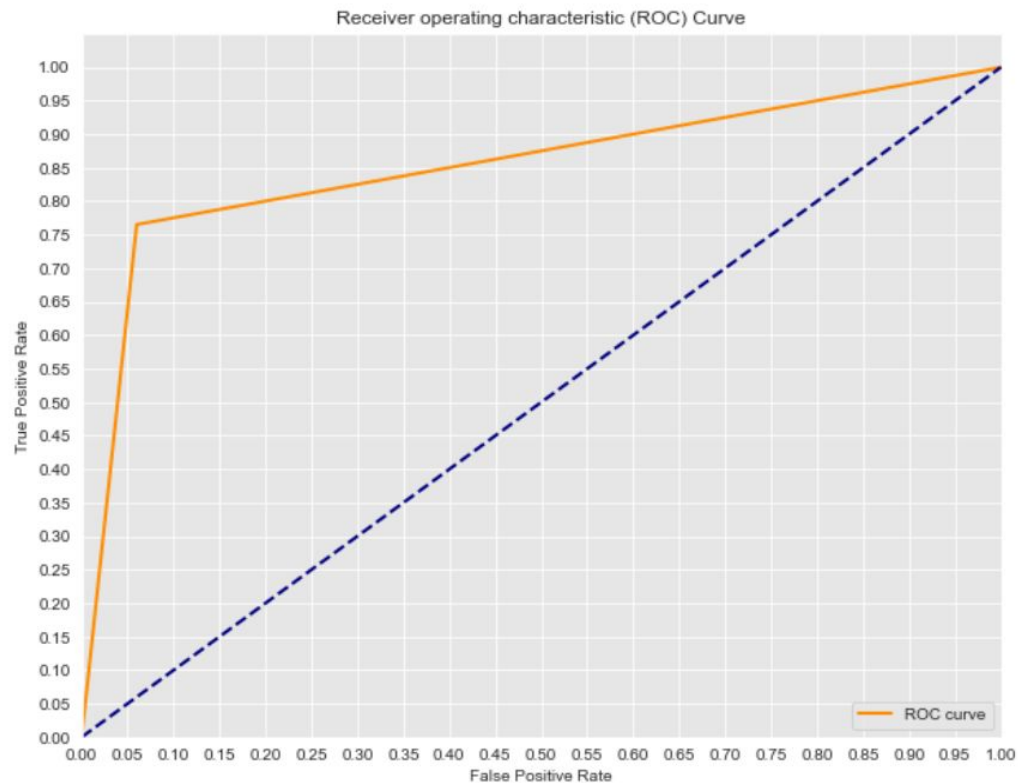
Builds a tree like model



Confusion Matrix



ROC Curve



Recommendations



- Suited well for predicting if a customer will churn
- - 91% accurate

- gender and age may add value

What next?

- Implement model
- Collect more data

Thank you

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