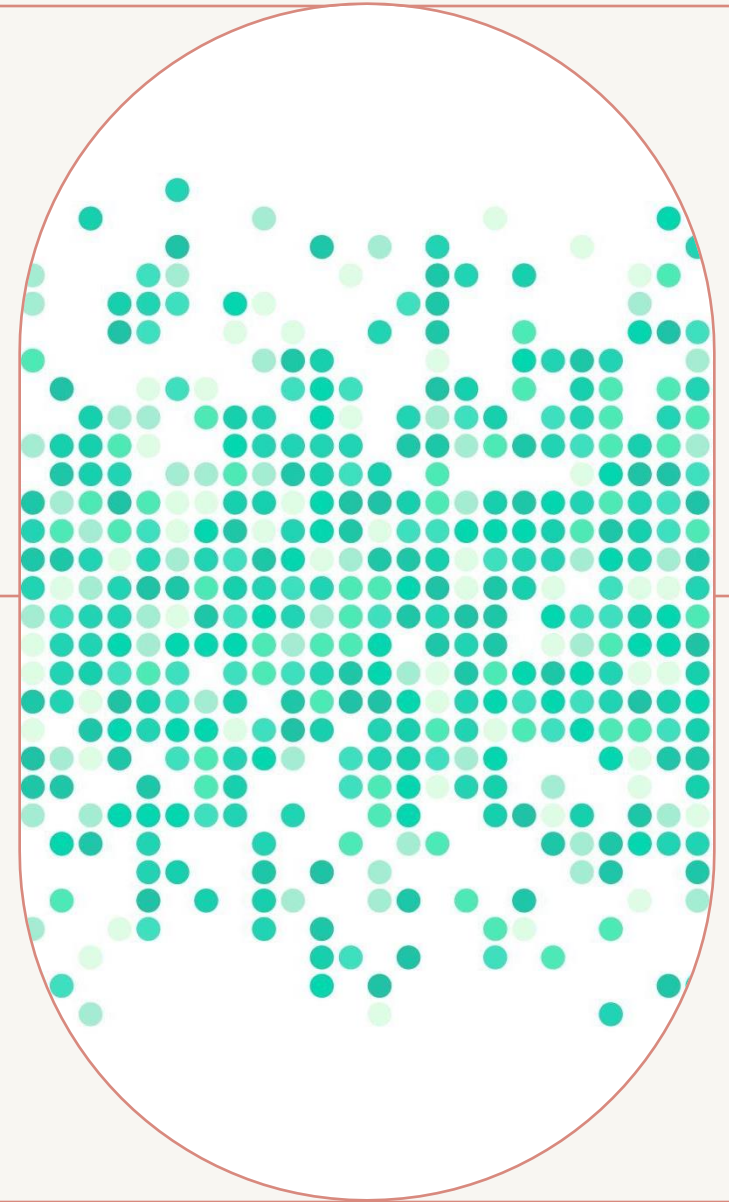# Telco Customer Churn Prediction

EDA & Modeling

Introduction

- Customer churn is the percentage of customers that stopped using company's product or service during a certain time frame.

- Customer churn is extremley costly for companies. Based on a churn rate just under two percent for top companies, one source estimates carriers lose $65 million per month from churn.

- To reduce customer churn, telecom companies should predict which customers are highly prone to churn.

Features

Customer ID: A unique ID that identifies each customer.

info about customers:

- (Gender,SeniorCitizen,Partner,Dependents)

Services that each customer has signed up for:

- (PhoneService,MultipleLines,InternetService,OnlineSecurity,DeviceProtection,TechSupport,StreamingTV,StreamingMovies)

Account information:

- (Tenure,Contract,PaperlessBilling,PaymentMethod,MonthlyCharges,TotalCharges,**Churn)**

Question

- In this projects below questions will be answered:

- What's the % of Customers Churn and customers that keep in with the active services?

- Is there any patterns in Customers Churn based on the gender?

- Most common age

- Is there any patterns/preference in Customers Churn based on the type of service provided?

- What's the churn is the most 5 cities revenue?

- Which features and services are most profitable?