

SyriaTel Customer Churn



Business Understanding

- SyriaTel is a telecommunication company interested in saving money from being able to know the possibility of a customer dropping off from their services.(churn)

Data Understanding

- The dataset named ‘SyriaTel Customer Churn’ is from kaggle.



Modeling

- Our focus is on whether a customer will churn or not which is a binary classification problem meaning that our observations can be categorised in one of two classes.

Three models were used in this project;

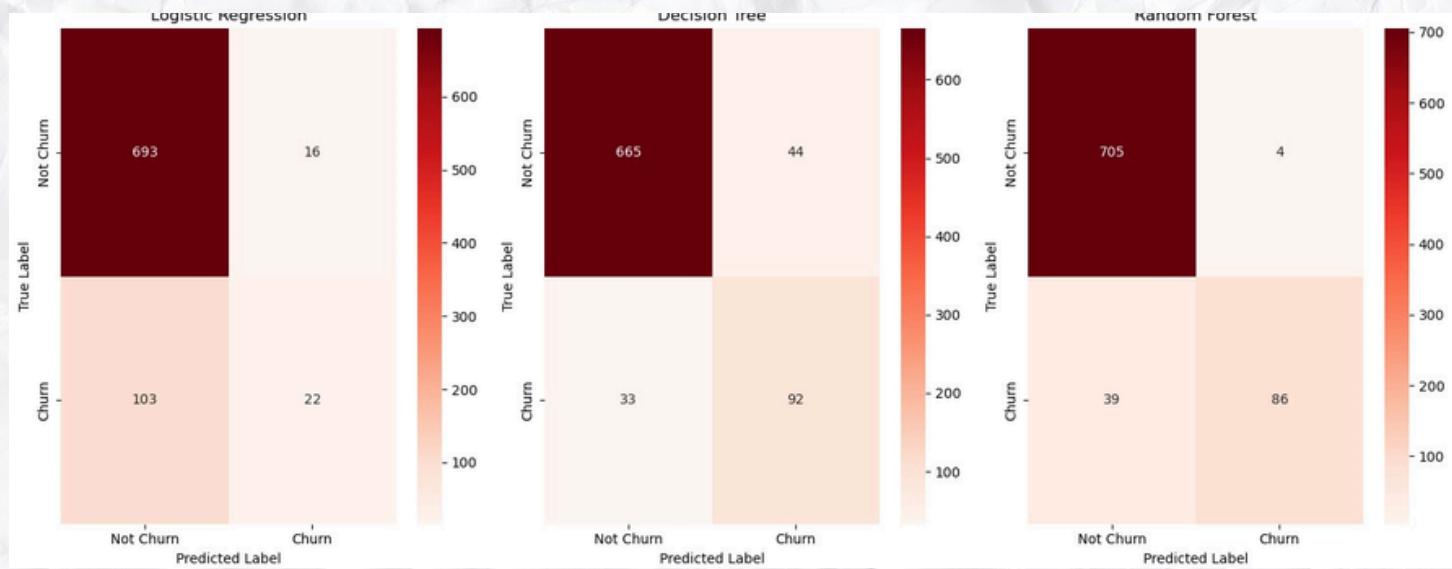
- Logistic Regression
- Decision Trees
- Random Forests

Evaluation

Four metrics of evaluation were used for this project;

- Accuracy score
- Precision
- Recall
- F1 Score

Confusion Matrices



Recommendation

- Random Forest model would be best for predicting a customer dropping off from SyriaTel Communication as it performed better on our evaluation metrics.

Thank You