



AFA TELECOM COMPANY

Introduction

Our company needs to improve itself and avoid loss customers, we decided to predict who will leave our company

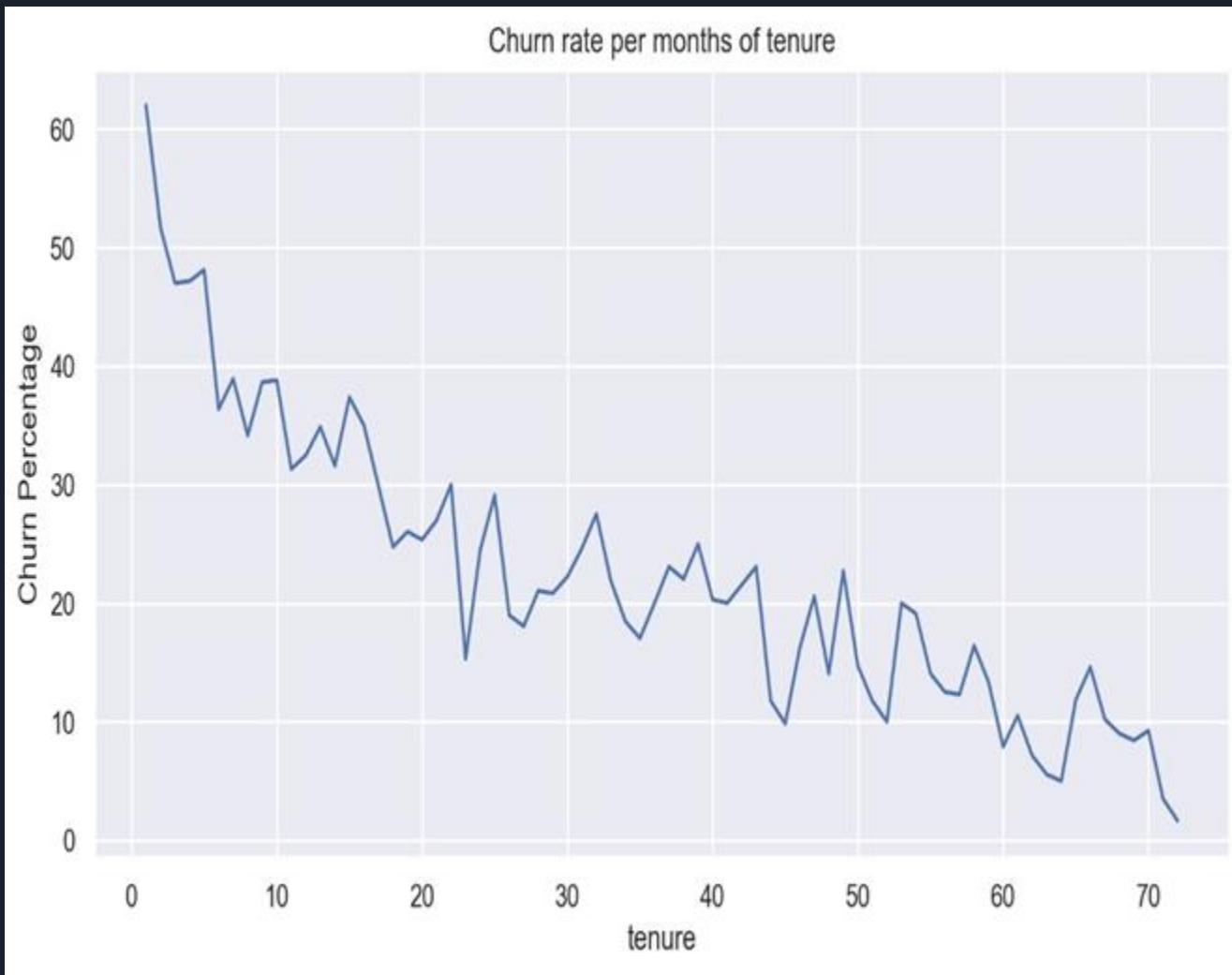


Our Goal

To find who and why people are churning from our company.



**We noticed
the most
influence for
customer
churn was
contract
period**



Types of Contract:

Month-to-month

One years

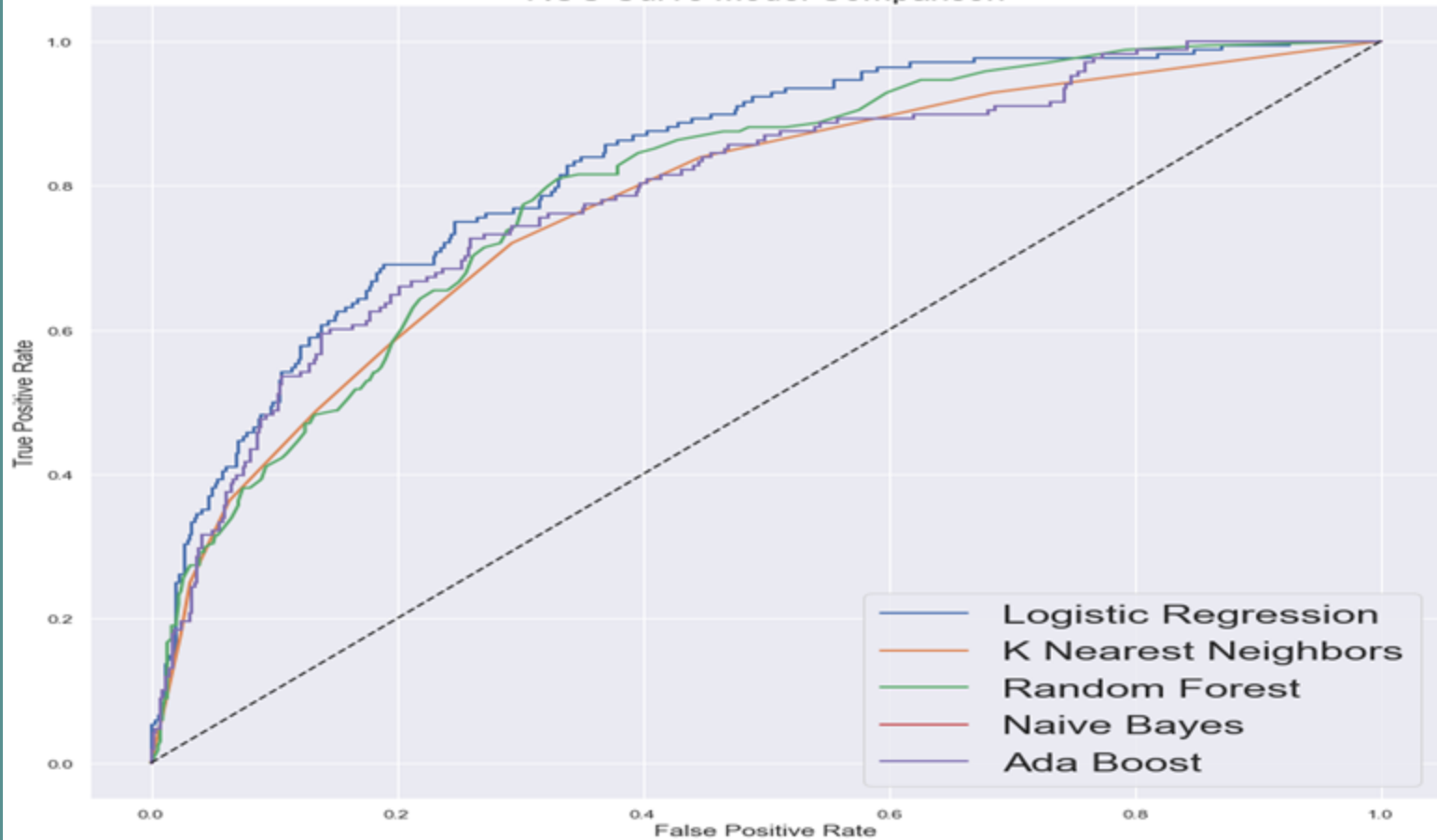
Two year



Contract Type And Churn

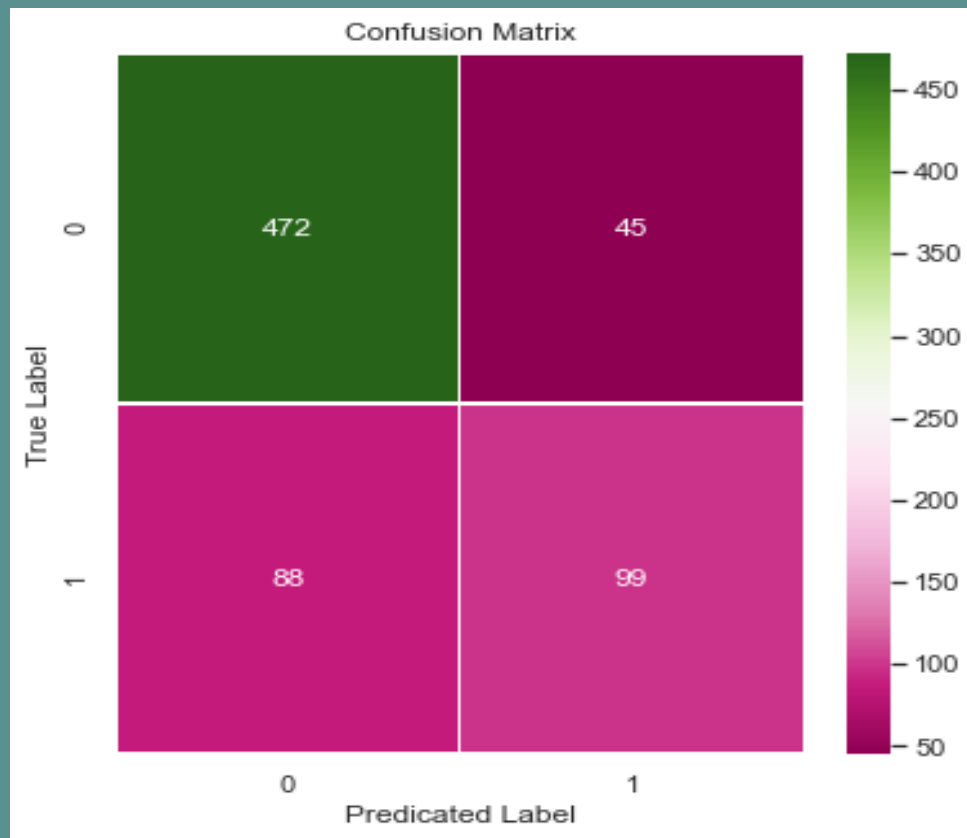


ROC Curve Model Comparison



What can we predict?

Accuracy 81%



Conclusion



**Attract the customers to
stay longer with our
company by giving them
Promotion and Discount**



Thank you!