SyriaTel customer churn Analysis and predictive modeling

Presented By Haender Michael Jean Louis .

Overview and Goal

Dataset

“Churn in telecom’s dataset”

Provenance

Kaggle

About Datasets

contain Information about :

—customer churn

— customer service call

— account length

— Total calls per day

— daily charge

— etc

Goal

Our goal is to ：

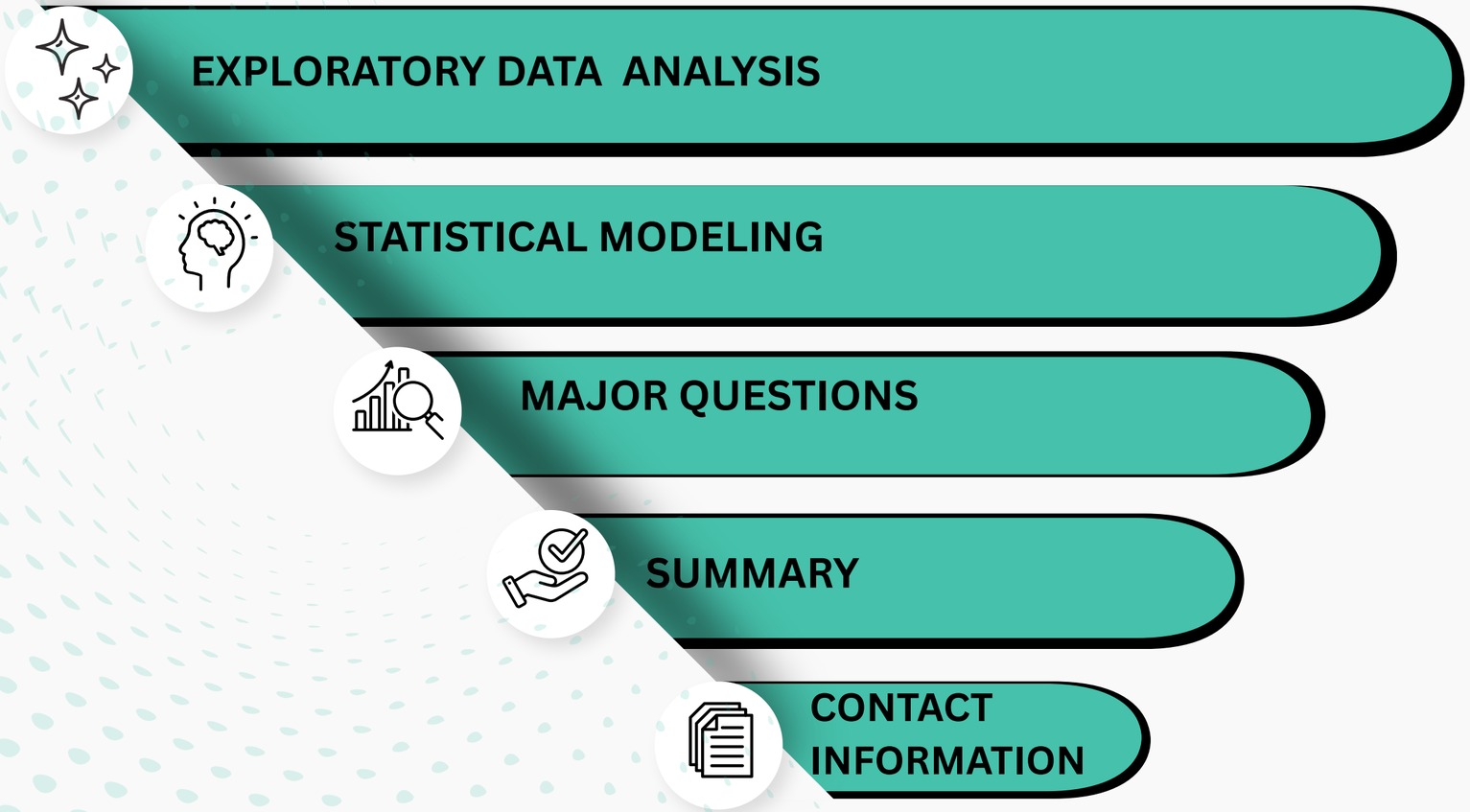
— build a predictive model

— draw meaningful information

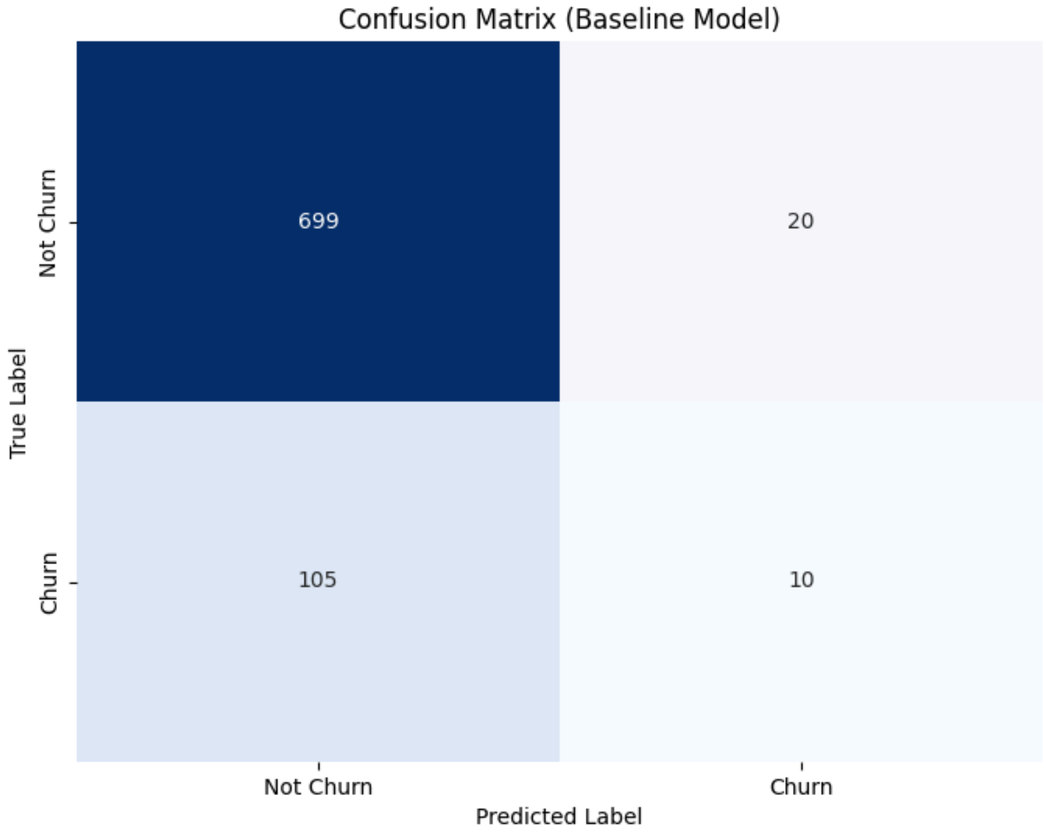
— provide meaningful insights

Methodology

the different steps of our Analysis.

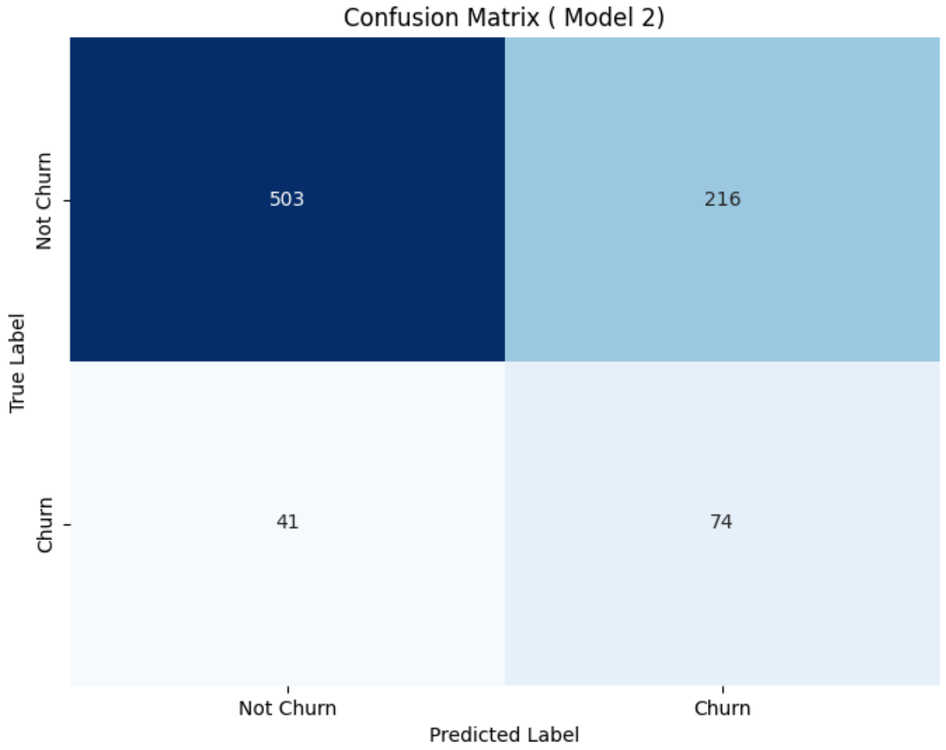


First model



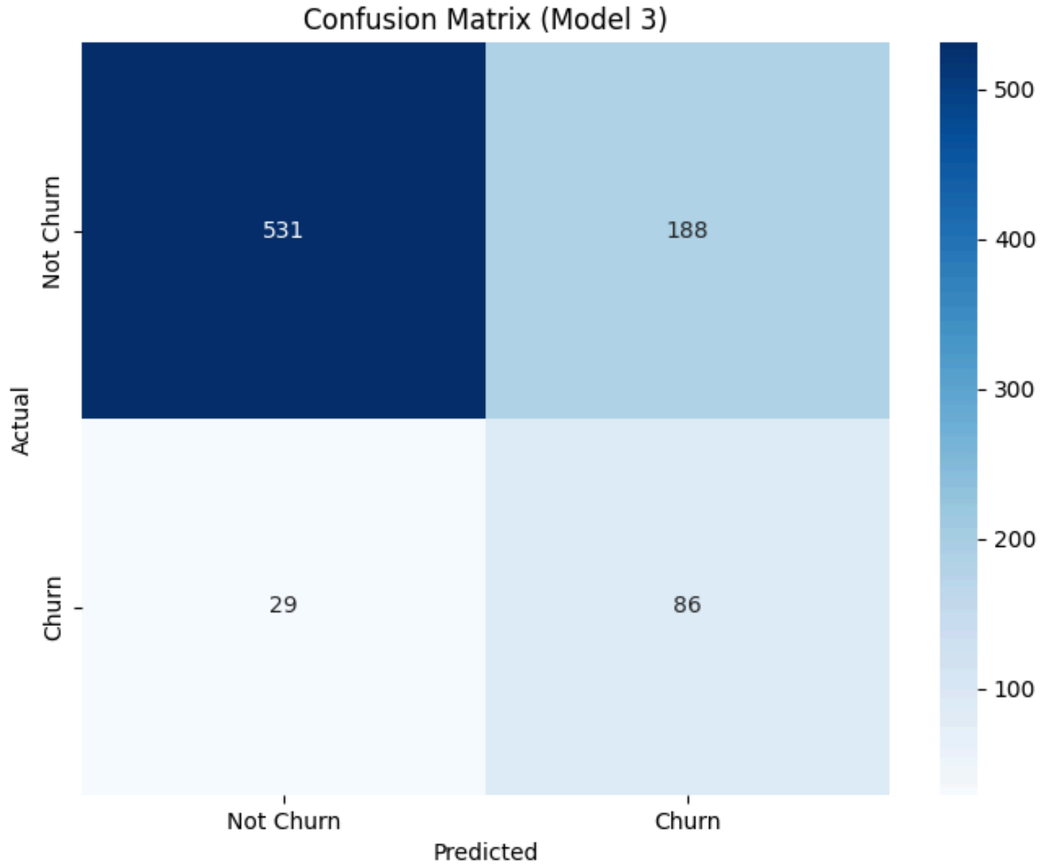
- High rate of false negative

Second model



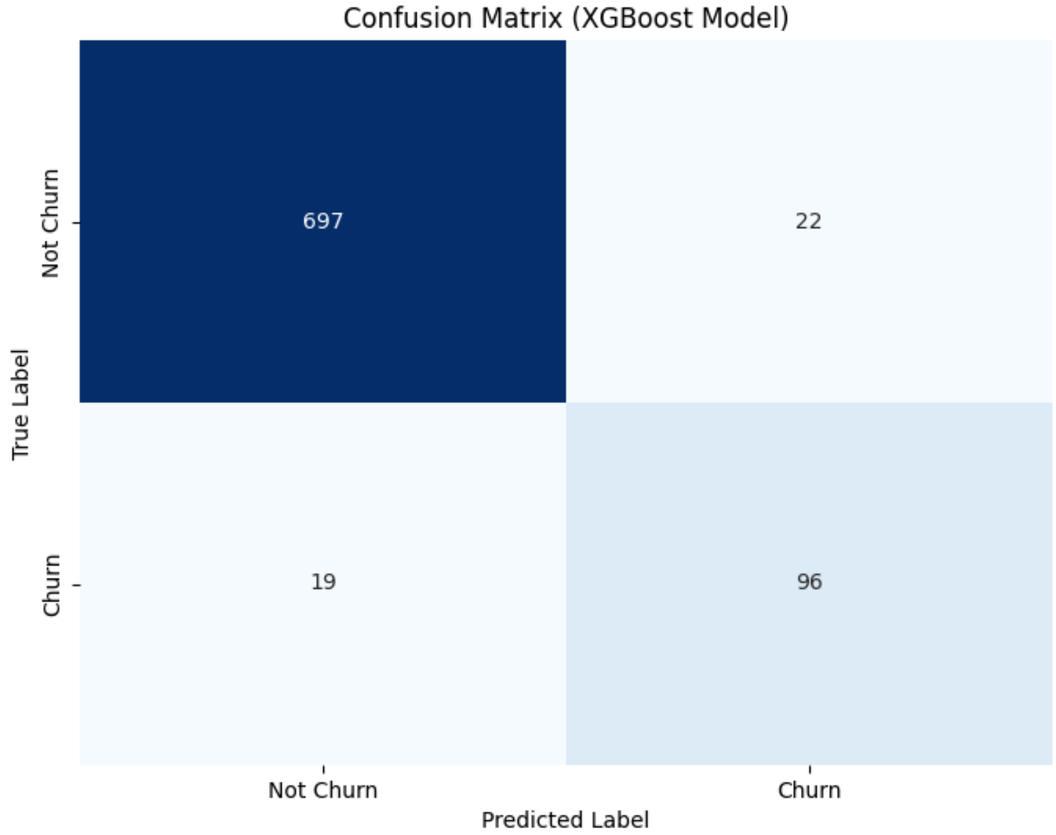
- High rate of false Positive

Third model



- Model performs well

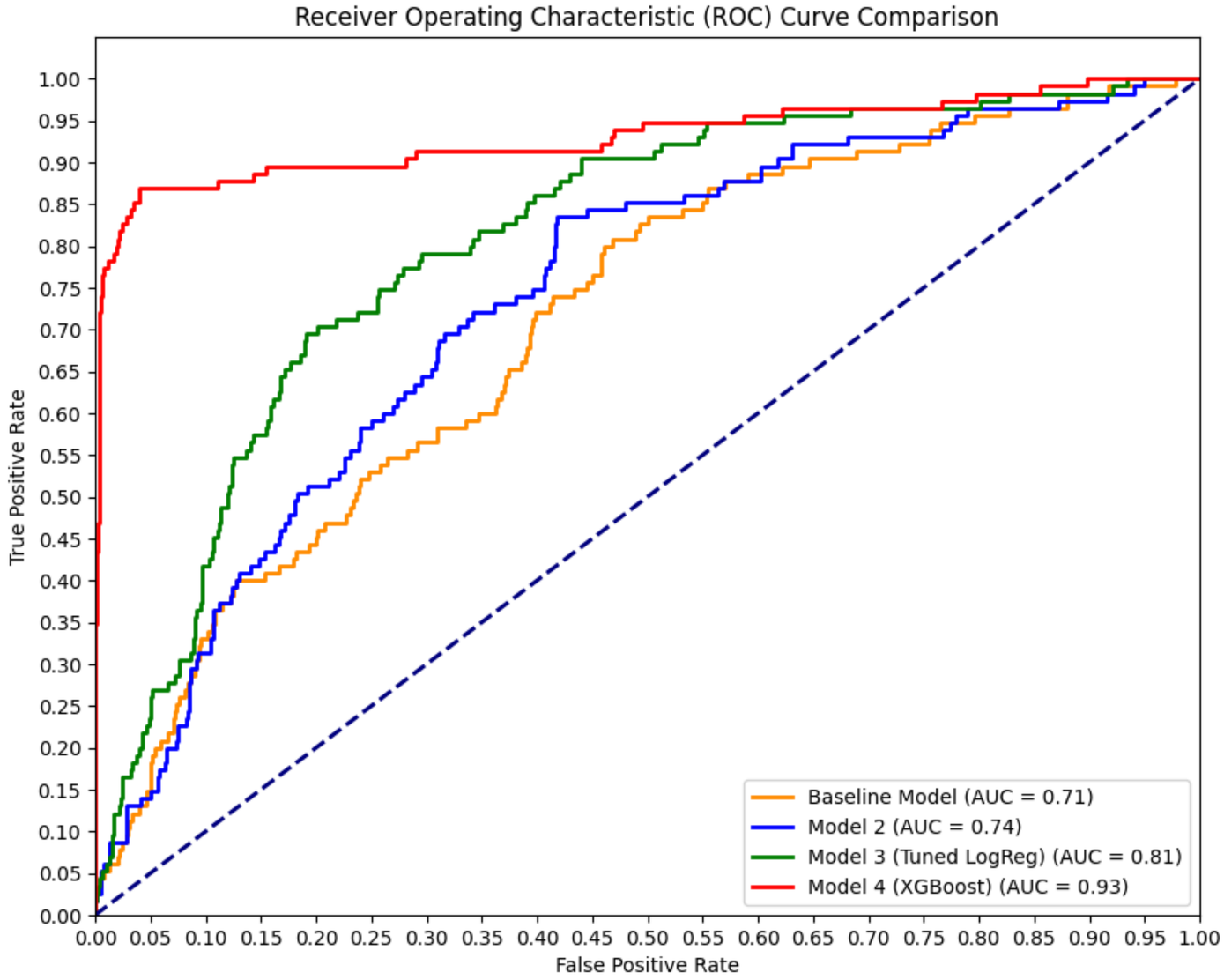
Final model



- Model performs Better than Model 3

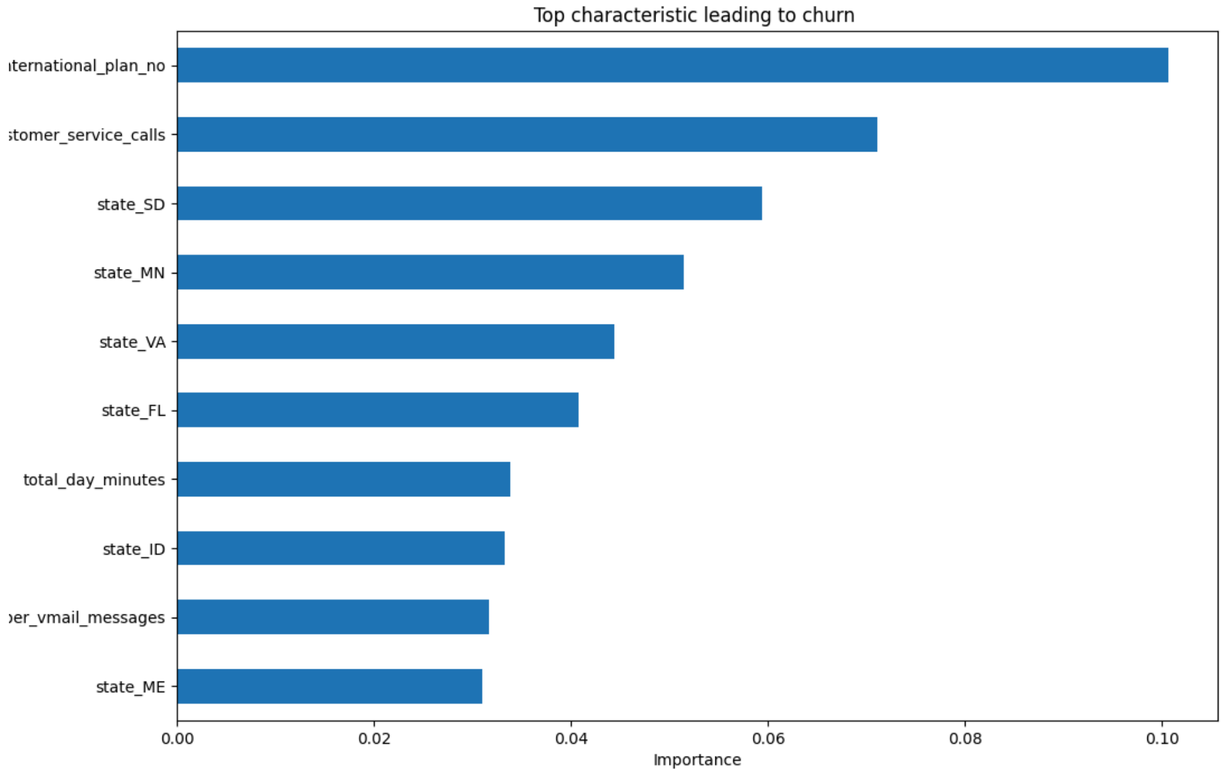
Statistical modeling

- Baseline model
- perfecting model
- Final model



Major questions

- What customers are most likely to churn ?
- Do customer service calls play a significant role in churn?
- Based on our analysis, what are actionable strategies to reduce churn?
- Which specific states have the highest churn rates?\n



Summary

- Dataset used
- Methodology
- Exploratory Data Analysis
- Statistical modeling
- Major questions

Recommendations

- additional data on international calls
- better customer service
- Pole on must recurrent state

THANK YOU!

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