

Churn Model Report

Churn Model Summary

Rows scored: 7043

ROC-AUC: 0.8507

PR-AUC (AP): 0.6649

Top feature drivers: cat_Contract_Month-to-month, num_contract_months, cat_InternetService_Fiber optic, num_tenure_bucket, cat_InternetService_DSL

Business recommendation highlights:

- Target month-to-month users with early-tenure offers
- Convert electronic-check users to auto-pay
- Offer support/security bundles to at-risk customers



