## Customer Churn Classification Using ML Models

```
import pandas as pd
import numpy as np
import matplotlib.pyplot as plt
import seaborn as sns
import warnings
warnings.filterwarnings('ignore')
```

from google.colab import drive
drive.mount('/content/drive')

# load the data and review
df = pd.read\_csv('/content/drive/My Drive/Colab Data/WA\_Fn-UseC\_-Telco-Customer
df.head()

 $\Longrightarrow$  Drive already mounted at /content/drive; to attempt to forcibly remount, ca

	customerID	gender	SeniorCitizen	Partner	Dependents	tenure	PhoneServi
0	7590- VHVEG	Female	0	Yes	No	1	
1	5575- GNVDE	Male	0	No	No	34	1
2	3668- QPYBK	Male	0	No	No	2	1
3	7795- CFOCW	Male	0	No	No	45	
4	9237-HQITU	Female	0	No	No	2	,

5 rows x 21 columns

# Read & Explore Data

# #load the data df.head(10)

**→** 

	customerID	gender	SeniorCitizen	Partner	Dependents	tenure	PhoneServi
0	7590- VHVEG	Female	0	Yes	No	1	
1	5575- GNVDE	Male	0	No	No	34	1
2	3668- QPYBK	Male	0	No	No	2	,
3	7795- CFOCW	Male	0	No	No	45	
4	9237-HQITU	Female	0	No	No	2	1
5	9305- CDSKC	Female	0	No	No	8	1
6	1452-KIOVK	Male	0	No	Yes	22	1
7	6713- OKOMC	Female	0	No	No	10	
8	7892- POOKP	Female	0	Yes	No	28	1
9	6388-TABGU	Male	0	No	Yes	62	,

<sup>10</sup> rows × 21 columns

#### df.info()

<<class 'pandas.core.frame.DataFrame'>
RangeIndex: 7043 entries, 0 to 7042
Data columns (total 21 columns):

#	Column	Non-Null Count	Dtype
0	customerID	7043 non-null	object
1	gender	7043 non-null	object
2	SeniorCitizen	7043 non-null	int64
3	Partner	7043 non-null	object
4	Dependents	7043 non-null	object
5	tenure	7043 non-null	int64
6	PhoneService	7043 non-null	object
7	MultipleLines	7043 non-null	object
8	InternetService	7043 non-null	object
9	OnlineSecurity	7043 non-null	object
10	OnlineBackup	7043 non-null	object
11	DeviceProtection	7043 non-null	object
12	TechSupport	7043 non-null	object
13	StreamingTV	7043 non-null	object
14	StreamingMovies	7043 non-null	object
15	Contract	7043 non-null	object
16	PaperlessBilling	7043 non-null	object
17	PaymentMethod	7043 non-null	object
18	MonthlyCharges	7043 non-null	float64
19	TotalCharges	7043 non-null	object
20	Churn	7043 non-null	object
	es: float64(1), int	t64(2) <b>,</b> object(1	8)
memoi	ry usage: 1.1+ MB		

df.shape

**→** (7043, 21)

df.duplicated().sum()

**→** (

#### df.isna().sum()



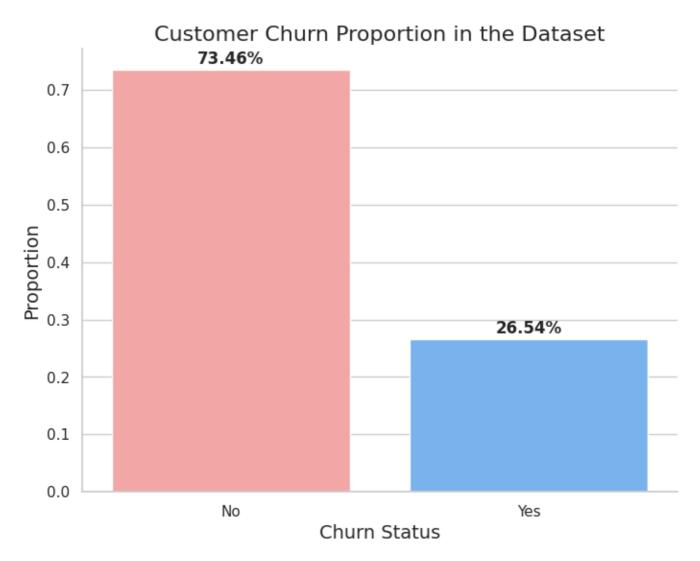
	0
customerID	0
gender	0
SeniorCitizen	0
Partner	0
Dependents	0
tenure	0
PhoneService	0
MultipleLines	0
InternetService	0
OnlineSecurity	0
OnlineBackup	0
DeviceProtection	0
TechSupport	0
StreamingTV	0
StreamingMovies	0
Contract	0
PaperlessBilling	0
PaymentMethod	0
MonthlyCharges	0
TotalCharges	0
Churn	0

dtype: int64

```
gender_count= df['gender'].value_counts()
gender_count
\rightarrow
             count
     gender
              3555
      Male
     Female
             3488
    dtype: int64
churn ratio = df['Churn'].value counts(normalize=True)['Yes']
ratio_count= df['Churn'].value_counts()
print(ratio_count)
print(f"Churn Ratio: {churn_ratio:.2f}")
→ Churn
            5174
    No
    Yes
           1869
    Name: count, dtype: int64
    Churn Ratio: 0.27
ratio_count= df['Churn'].value_counts()
churn_ratio = ratio_count / ratio_count.sum()
# Set up the plot style and color palette
sns.set(style="whitegrid", palette="pastel")
# Create a bar plot for Churn ratios
plt.figure(figsize=(8, 6))
ax = sns.barplot(x=churn ratio.index, y=churn ratio.values, palette=["#FF9999",
# Add value annotations
for index, value in enumerate(churn_ratio.values):
    plt.text(index, value + 0.01, f"{value:.2%}", ha='center', fontweight='bold
# Set labels and title
plt.xlabel('Churn Status', fontsize=14)
plt.ylabel('Proportion', fontsize=14)
plt.title('Customer Churn Proportion in the Dataset', fontsize=16)
# Remove top and right borders for a cleaner look
sns.despine()
```

# Show the plot
plt.show()





### EDA

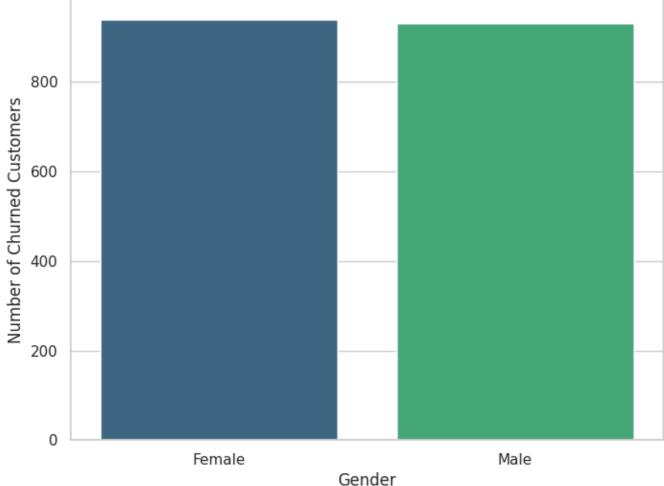
churned\_customers = df[df['Churn'] == 'Yes']
churned\_by\_gender = churned\_customers.groupby('gender').size().reset\_index(name)

# Insights for customer Churn

```
plt.figure(figsize=(8, 6))
sns.barplot(x='gender', y='Total Churned', data=churned_by_gender, palette='vir
plt.title('Total Churned Customers by Gender')
plt.xlabel('Gender')
plt.ylabel('Number of Churned Customers')
plt.show()
```





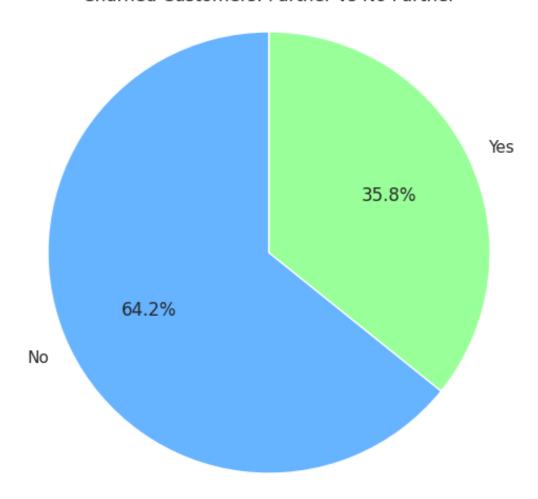


churned\_by\_partner = churned\_customers['Partner'].value\_counts()

```
plt.figure(figsize=(8, 6))
plt.pie(churned_by_partner, labels=churned_by_partner.index, autopct='%1.1f%%',
plt.title('Churned Customers: Partner vs No Partner')
plt.axis('equal')
plt.show()
```



#### Churned Customers: Partner vs No Partner



payment\_count = churned\_customers['PaymentMethod'].value\_counts()
payment\_count

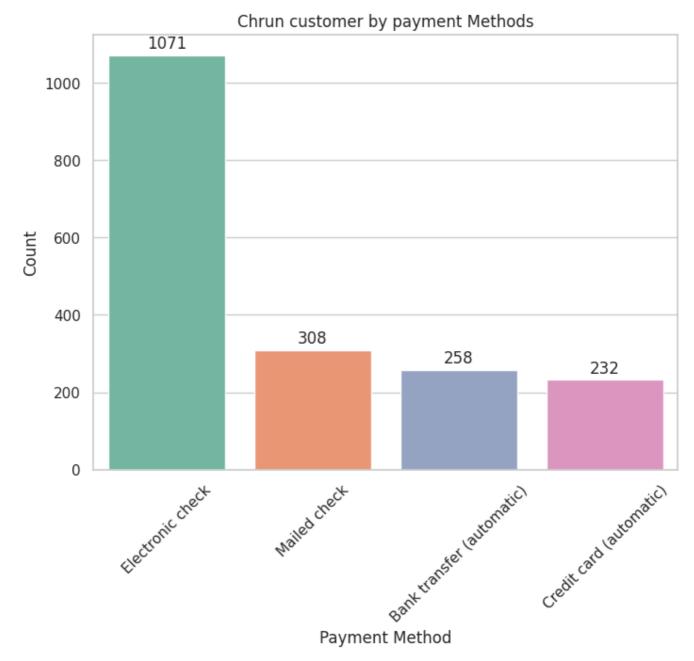


count

PaymentMethod	
Electronic check	1071
Mailed check	308
Bank transfer (automatic)	258
Credit card (automatic)	232

dtype: int64





contract\_count = churned\_customers['Contract'].value\_counts()
contract\_count

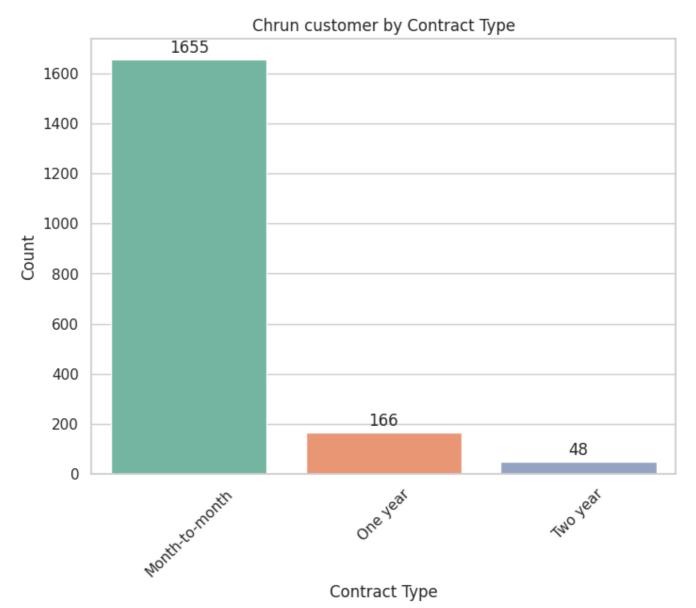


count

Contract					
Month-to-month	1655				
One year	166				
Two year	48				

dtype: int64



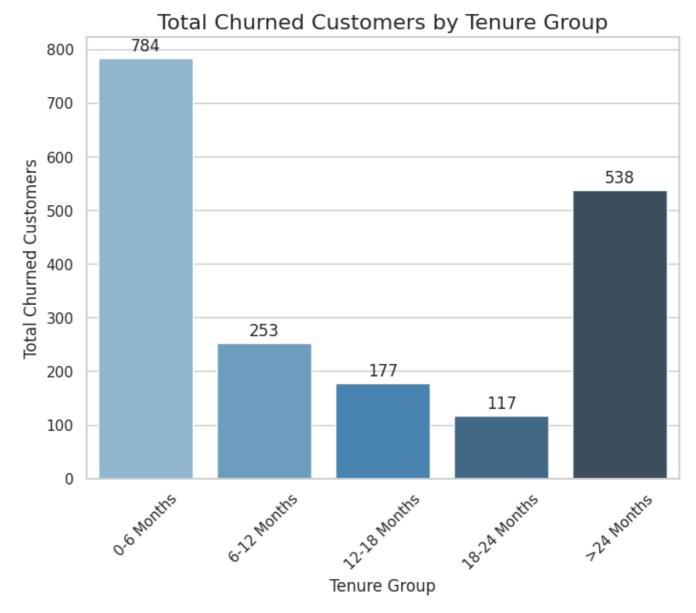


churned\_customers['tenure'].unique()

```
array([ 2, 8, 28, 49, 10, 1, 47, 17, 5, 34, 11, 15, 18, 9, 7, 12, 25, 68, 55, 37, 3, 27, 20, 4, 58, 53, 13, 6, 19, 59, 16, 52, 24, 32, 38, 54, 43, 63, 21, 69, 22, 61, 60, 48, 40, 23, 39, 35, 56, 65, 33, 30, 45, 46, 62, 70, 50, 44, 71, 26, 14, 41, 66, 64, 29, 42, 67, 51, 31, 57, 36, 72])
```

```
bins = [0, 6, 12, 18, 24, churned_customers['tenure'].max()]
labels = ['0-6 Months', '6-12 Months', '12-18 Months', '18-24 Months', '>24 Mor
churned_customers['tenure_group'] = pd.cut(churned_customers['tenure'], bins=bi
grouped = churned_customers.groupby('tenure_group').size().reset_index(name='to
plt.figure(figsize=(8,6))
sns.barplot(x='tenure_group', y='total_churned_customers', data=grouped, palett
for p in plt.gca().patches:
    plt.gca().annotate(f'{int(p.get_height())}',
                       (p.get_x() + p.get_width() / 2., p.get_height()),
                       ha='center', va='center', xytext=(0, 9),
                       textcoords='offset points')
plt.title('Total Churned Customers by Tenure Group', fontsize=16)
plt.xlabel('Tenure Group', fontsize=12)
plt.ylabel('Total Churned Customers', fontsize=12)
plt.xticks(rotation=45)
plt.show()
```





# InternetService\_count = churned\_customers['InternetService'].value\_counts() InternetService\_count



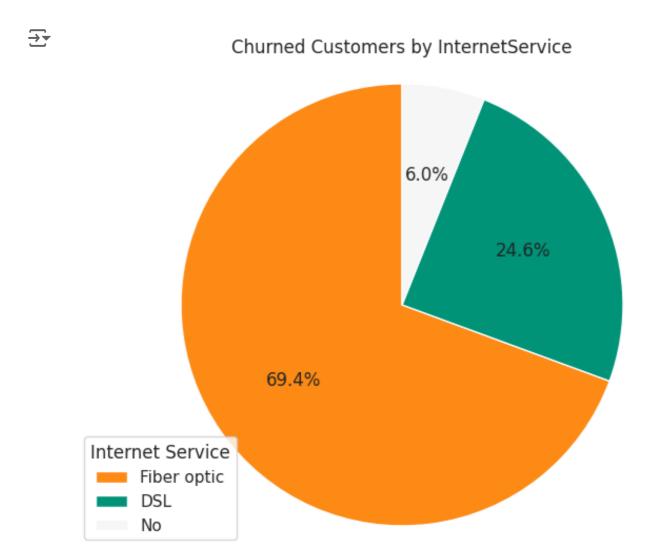
count

#### InternetService

Fiber optic	1297
DSL	459
No	113

dtype: int64

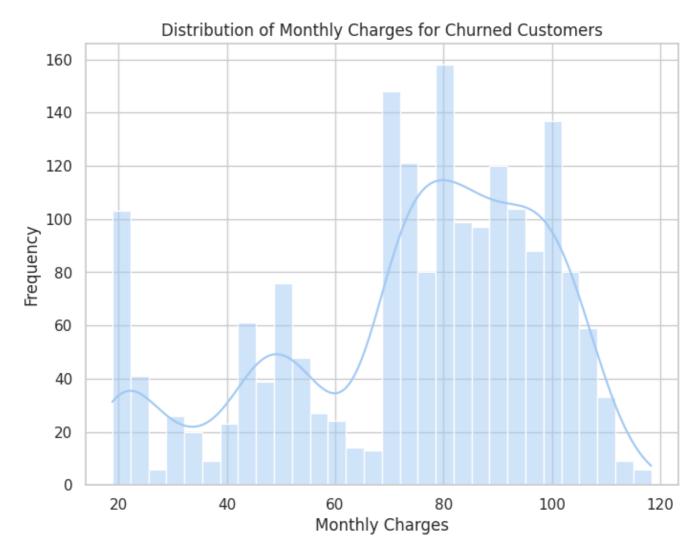
```
plt.figure(figsize=(8, 6))
plt.pie(InternetService_count, labels=None, autopct='%1.1f%%', colors=['#FC8A15
plt.legend(InternetService_count.index, title="Internet Service", loc="best")
plt.title('Churned Customers by InternetService')
plt.axis('equal')
plt.show()
```



df['TotalCharges'] = pd.to\_numeric(df['TotalCharges'], errors='coerce')
churned\_customers = df[df['Churn'] == 'Yes']

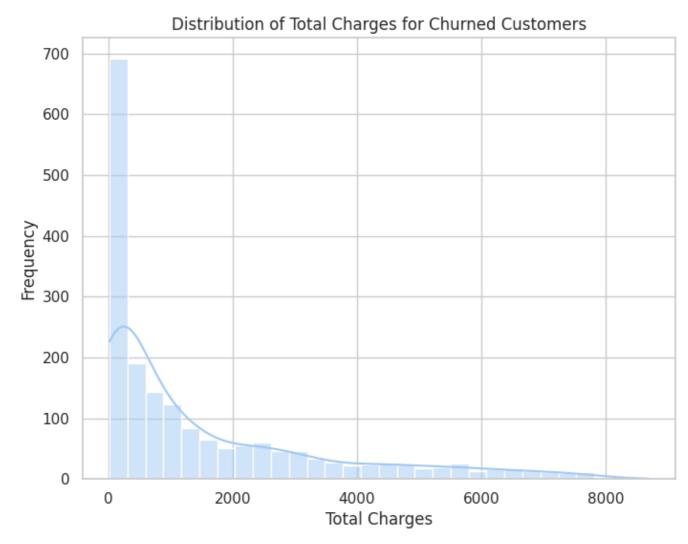
```
plt.figure(figsize=(8, 6))
sns.histplot(churned_customers['MonthlyCharges'], bins=30, kde=True)
plt.title('Distribution of Monthly Charges for Churned Customers')
plt.xlabel('Monthly Charges')
plt.ylabel('Frequency')
plt.show()
```





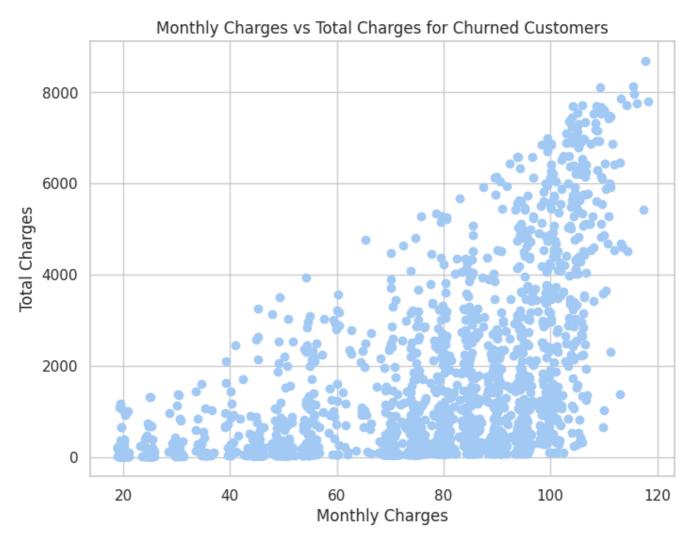
```
plt.figure(figsize=(8, 6))
sns.histplot(churned_customers['TotalCharges'], bins=30, kde=True)
plt.title('Distribution of Total Charges for Churned Customers')
plt.xlabel('Total Charges')
plt.ylabel('Frequency')
plt.show()
```





```
plt.figure(figsize=(8, 6))
plt.scatter(churned_customers['MonthlyCharges'], churned_customers['TotalCharge
plt.title('Monthly Charges vs Total Charges for Churned Customers')
plt.xlabel('Monthly Charges')
plt.ylabel('Total Charges')
plt.show()
```

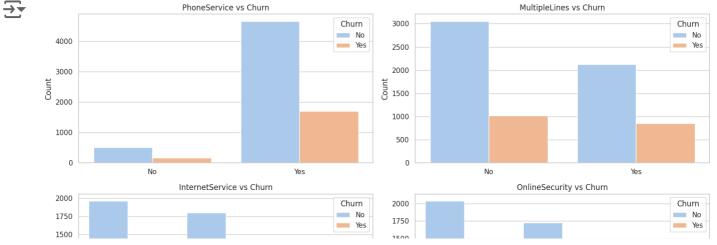


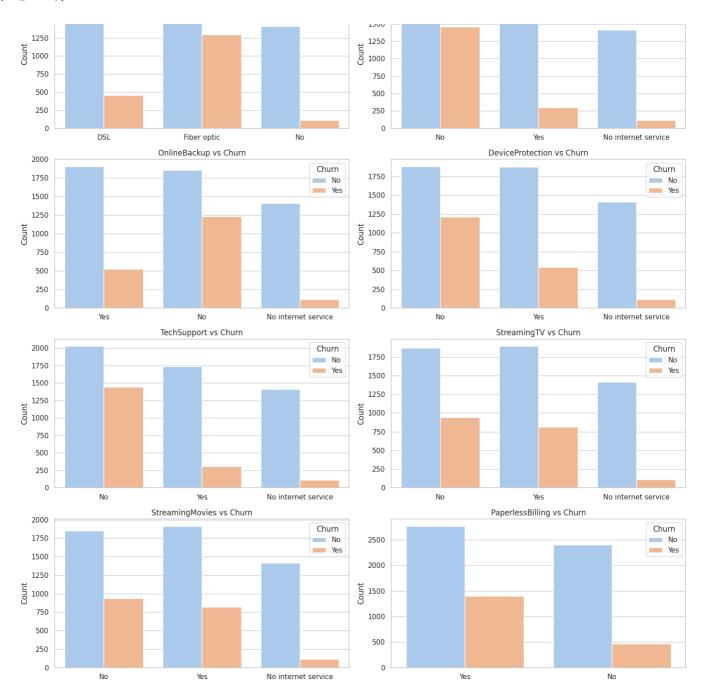


# Data Preprocessing

```
df['MultipleLines'].value_counts()
```

```
\rightarrow
                       count
       MultipleLines
            No
                        3390
            Yes
                        2971
      No phone service
                         682
     dtype: int64
df['MultipleLines'] = df['MultipleLines'].replace('No phone service', 'No')
service_columns = [
    'PhoneService', 'MultipleLines', 'InternetService',
    'OnlineSecurity', 'OnlineBackup', 'DeviceProtection',
    'TechSupport', 'StreamingTV', 'StreamingMovies',
    'PaperlessBilling'
]
plt.figure(figsize=(15, 20))
for i, col in enumerate(service_columns, 1):
    plt.subplot(5, 2, i)
    sns.countplot(data=df, x=col, hue='Churn')
    plt.title(f'{col} vs Churn')
    plt.xlabel('')
    plt.ylabel('Count')
plt.tight_layout()
plt.show()
                      PhoneService vs Churn
                                                                MultipleLines vs Churn
```





```
df.replace('No internet service', 'No', inplace=True)

df.drop('customerID',axis=1,inplace=True)

df.drop('gender',axis=1,inplace=True)
```

#### df.head()

<b>→</b>		SeniorCitizen	Partner	Dependents	tenure	PhoneService	MultipleLines 1
	0	0	Yes	No	1	No	No
	1	0	No	No	34	Yes	No
	2	0	No	No	2	Yes	No
	3	0	No	No	45	No	No
	4	0	No	No	2	Yes	No

#### df.info()

<<class 'pandas.core.frame.DataFrame'>
RangeIndex: 7043 entries, 0 to 7042
Data columns (total 19 columns):

#	Column	Non-Null Count	Dtype
0	SeniorCitizen	7043 non-null	int64
1	Partner	7043 non-null	object
2	Dependents	7043 non-null	object
3	tenure	7043 non-null	int64
4	PhoneService	7043 non-null	object
5	MultipleLines	7043 non-null	object
6	InternetService	7043 non-null	object
7	OnlineSecurity	7043 non-null	object
8	OnlineBackup	7043 non-null	object
9	DeviceProtection	7043 non-null	object
10	TechSupport	7043 non-null	object
11	StreamingTV	7043 non-null	object
12	StreamingMovies	7043 non-null	object
13	Contract	7043 non-null	object
14	PaperlessBilling	7043 non-null	object
15	PaymentMethod	7043 non-null	object
16	MonthlyCharges	7043 non-null	float64
17	TotalCharges	7032 non-null	float64
18	Churn	7043 non-null	object
4+110	ac. flas+64/2 in	+61(2) abias+(1	E /

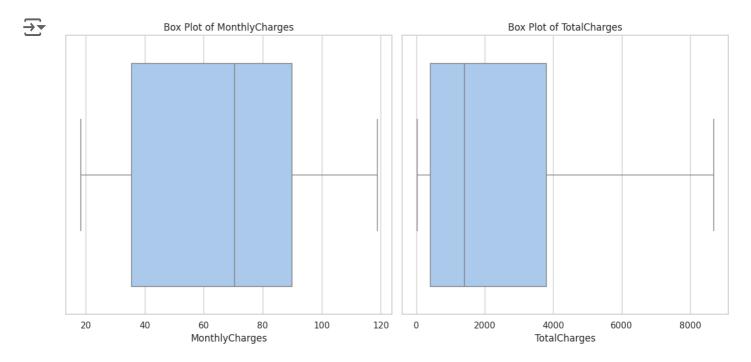
dtypes: float64(2), int64(2), object(15)

memory usage: 1.0+ MB

```
numerical_features = ['MonthlyCharges', 'TotalCharges',]
plt.figure(figsize=(12, 6))

for i, feature in enumerate(numerical_features, 1):
    plt.subplot(1, len(numerical_features), i)
    sns.boxplot(data=df, x=feature)
    plt.title(f'Box Plot of {feature}')

plt.tight_layout()
plt.show()
```



```
def replace_yes_no(df, columns):
    for col in columns:
        df[col] = df[col].replace({'Yes': 1, 'No': 0})

columns_to_replace = [
    "Partner", "Dependents", "PhoneService", "OnlineSecurity", "OnlineBackup",
    "DeviceProtection", "TechSupport", "StreamingTV", "StreamingMovies",
    "PaperlessBilling", "Churn"
]

replace_yes_no(df, columns_to_replace)

df.head()
```

<b>→</b>		SeniorCitizen	Partner	Dependents	tenure	PhoneService	MultipleLines 1
	0	0	1	0	1	0	No
	1	0	0	0	34	1	No
	2	0	0	0	2	1	No
	3	0	0	0	45	0	No
	4	0	0	0	2	1	No

from sklearn.preprocessing import LabelEncoder

```
labelencoder = LabelEncoder()
columns = ["MultipleLines", "Contract", "PaymentMethod", "InternetService"]
```

for column in columns:
 df[column] = labelencoder.fit\_transform(df[column])

df.head()

<b>→</b> *		SeniorCitizen	Partner	Dependents	tenure	PhoneService	MultipleLines	1
	0	0	1	0	1	0	0	
	1	0	0	0	34	1	0	
	2	0	0	0	2	1	0	
	3	0	0	0	45	0	0	
	4	0	0	0	2	1	0	

#### df.info()

<class 'pandas.core.frame.DataFrame'> RangeIndex: 7043 entries, 0 to 7042 Data columns (total 19 columns):

#	Column	Non-Null Count	Dtype
0	SeniorCitizen	7043 non-null	int64
1	Partner	7043 non-null	int64
2	Dependents	7043 non-null	int64
3	tenure	7043 non-null	int64
4	PhoneService	7043 non-null	int64
5	MultipleLines	7043 non-null	int64
6	InternetService	7043 non-null	int64
7	OnlineSecurity	7043 non-null	int64
8	OnlineBackup	7043 non-null	int64
9	DeviceProtection	7043 non-null	int64
10	TechSupport	7043 non-null	int64
11	StreamingTV	7043 non-null	int64
12	StreamingMovies	7043 non-null	int64
13	Contract	7043 non-null	int64
14	PaperlessBilling	7043 non-null	int64
15	PaymentMethod	7043 non-null	int64
16	MonthlyCharges	7043 non-null	float64
17	TotalCharges	7032 non-null	float64
18	Churn	7043 non-null	int64

dtypes: float64(2), int64(17)

memory usage: 1.0 MB

#### df.isna().sum()



	0
SeniorCitizen	0
Partner	0
Dependents	0
tenure	0
PhoneService	0
MultipleLines	0
InternetService	0
OnlineSecurity	0
OnlineBackup	0
DeviceProtection	0
TechSupport	0
StreamingTV	0
StreamingMovies	0
Contract	0
PaperlessBilling	0
PaymentMethod	0
MonthlyCharges	0
TotalCharges	11
Churn	0

dtype: int64

df['TotalCharges'].fillna(value=df['TotalCharges'],inplace=True)

df = df.dropna()
df.isna().sum()



	0
SeniorCitizen	0
Partner	0
Dependents	0
tenure	0
PhoneService	0
MultipleLines	0
InternetService	0
OnlineSecurity	0
OnlineBackup	0
DeviceProtection	0
TechSupport	0
StreamingTV	0
StreamingMovies	0
Contract	0
PaperlessBilling	0
PaymentMethod	0
MonthlyCharges	0
TotalCharges	0
Churn	0

dtype: int64

# Build Models

#### !pip install catboost

Requirement already satisfied: catboost in /usr/local/lib/python3.10/dist-p Requirement already satisfied: graphviz in /usr/local/lib/python3.10/dist-p Requirement already satisfied: matplotlib in /usr/local/lib/python3.10/dist Requirement already satisfied: numpy<2.0,>=1.16.0 in /usr/local/lib/python3 Requirement already satisfied: pandas>=0.24 in /usr/local/lib/python3.10/di Requirement already satisfied: scipy in /usr/local/lib/python3.10/dist-pack Requirement already satisfied: plotly in /usr/local/lib/python3.10/dist-pac Requirement already satisfied: six in /usr/local/lib/python3.10/dist-packag Requirement already satisfied: python-dateutil>=2.8.2 in /usr/local/lib/pyt Requirement already satisfied: pytz>=2020.1 in /usr/local/lib/python3.10/di Requirement already satisfied: tzdata>=2022.7 in /usr/local/lib/python3.10/ Requirement already satisfied: contourpy>=1.0.1 in /usr/local/lib/python3.1 Requirement already satisfied: cycler>=0.10 in /usr/local/lib/python3.10/di Requirement already satisfied: fonttools>=4.22.0 in /usr/local/lib/python3. Requirement already satisfied: kiwisolver>=1.0.1 in /usr/local/lib/python3. Requirement already satisfied: packaging>=20.0 in /usr/local/lib/python3.10 Requirement already satisfied: pillow>=6.2.0 in /usr/local/lib/python3.10/d Requirement already satisfied: pyparsing>=2.3.1 in /usr/local/lib/python3.1 Requirement already satisfied: tenacity>=6.2.0 in /usr/local/lib/python3.10

```
from sklearn.model_selection import train_test_split
from sklearn.preprocessing import StandardScaler
from sklearn.linear_model import LogisticRegression
from sklearn.ensemble import RandomForestClassifier, VotingClassifier
from xgboost import XGBClassifier
from sklearn.metrics import accuracy_score, confusion_matrix, ConfusionMatrixDi
from sklearn.metrics import roc_curve
from imblearn.over_sampling import SMOTE
from catboost import CatBoostClassifier
from lightgbm import LGBMClassifier

X = df.drop(columns=['Churn'])
y = df['Churn']

smote = SMOTE(random_state=42)
X_res, y_res = smote.fit_resample(X, y)

X_train, X_test, y_train, y_test = train_test_split(X_res, y_res, test_size=0.2)
```

```
def evaluate_model(model, X_test, y_test, model_name):
    y_pred = model.predict(X_test)
    accuracy = accuracy_score(y_test, y_pred)
    conf_matrix = confusion_matrix(y_test, y_pred)
    class_report = classification_report(y_test, y_pred)

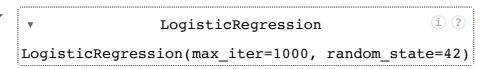
print(f'{model_name} Accuracy: {accuracy:.2f}')
    print(f'{model_name} Classification Report:\n{class_report}')

disp = ConfusionMatrixDisplay(confusion_matrix=conf_matrix, display_labels=disp.plot(cmap='Blues')
    plt.title(f'{model_name} Confusion Matrix')
    plt.show()
```

## LogisticRegression

log\_reg = LogisticRegression(max\_iter=1000, random\_state=42)
log\_reg.fit(X\_train ,y\_train)



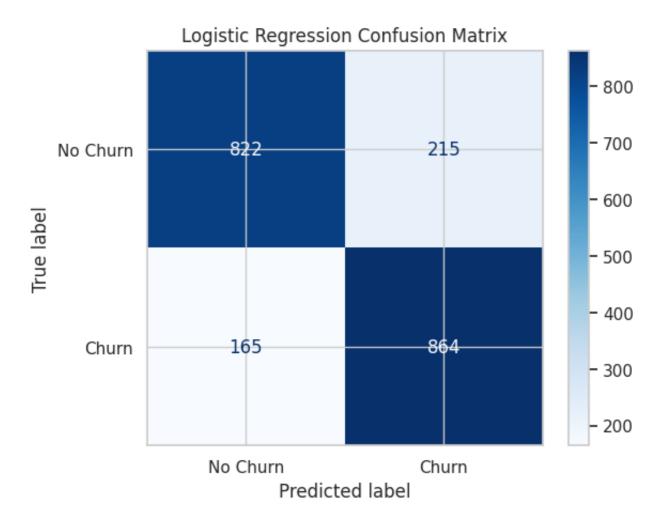


print("\nLogistic Regression Results:")
evaluate\_model(log\_reg, X\_test, y\_test, "Logistic Regression")



Logistic Regression Results:
Logistic Regression Accuracy: 0.82
Logistic Regression Classification Report:

	precision		f1-score	support
0	0.83	0.79	0.81	1037
1	0.80	0.84	0.82	1029
accuracy			0.82	2066
macro avg weighted avg	0.82	0.82	0.82	2066 2066
	0 0 0 =	000	0 0 0 =	_ 0 0 0



## RandomForest

rf = RandomForestClassifier(random\_state=42)
rf.fit(X\_train, y\_train)



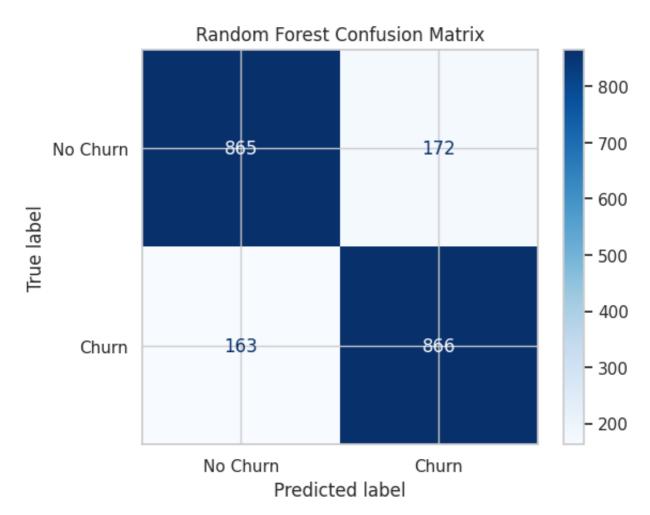
RandomForestClassifier ① ?
RandomForestClassifier(random\_state=42)

print("\nRandom Forest Results:")
evaluate\_model(rf, X\_test, y\_test, "Random Forest")



Random Forest Results:
Random Forest Accuracy: 0.84
Random Forest Classification Report:

	precision	recall	f1-score	support
0	0.84	0.83	0.84	1037
1	0.83	0.84	0.84	1029
accuracy			0.84	2066
macro avg weighted avg	0.84 0.84	0.84	0.84 0.84	2066 2066



### XGBoost

xgb = XGBClassifier(use\_label\_encoder=False, eval\_metric='mlogloss', random\_staxgb.fit(X\_train, y\_train)



#### XGBClassifier

print("\nXGBoost Results:")
evaluate\_model(xgb, X\_test, y\_test, "XGBoost")

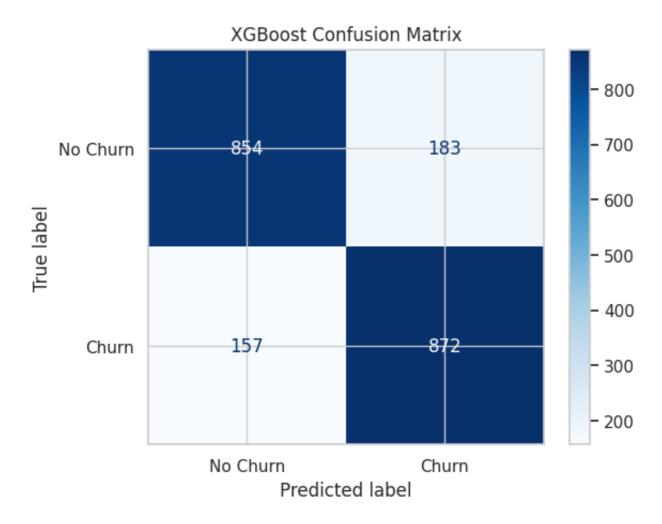


XGBoost Results:

XGBoost Accuracy: 0.84

XGBoost Classification Report:

	precision	recall	f1-score	support
0	0.84	0.82	0.83	1037
1	0.83	0.85	0.84	1029
accuracy			0.84	2066
macro avg	0.84	0.84	0.84	2066
weighted avg	0.84	0.84	0.84	2066



## CatBoost

catboost = CatBoostClassifier(verbose=0, random\_state=42)
catboost.fit(X\_train, y\_train)

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print("\nCatBoost Results:")
evaluate\_model(catboost, X\_test, y\_test, "CatBoost")

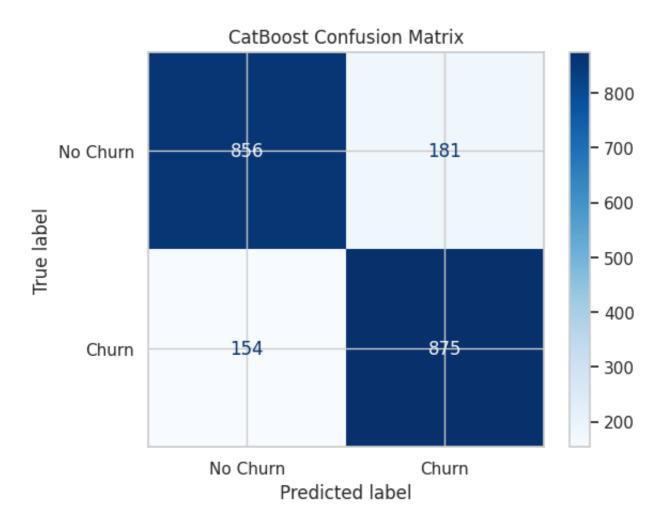


CatBoost Results:

CatBoost Accuracy: 0.84

CatBoost Classification Report:

	precision	recall	f1-score	support
0	0.85	0.83	0.84	1037 1029
accuracy			0.84	2066
macro avg	0.84	0.84	0.84	2066 2066



# → LightGBM

```
lgbm = LGBMClassifier(random_state=42)
lgbm.fit(X_train, y_train)
```

[LightGBM] [Info] Number of positive: 4134, number of negative: 4126
[LightGBM] [Info] Auto-choosing row-wise multi-threading, the overhead of t
You can set `force\_row\_wise=true` to remove the overhead.

And if memory is not enough, you can set `force\_col\_wise=true`.

[LightGBM] [Info] Total Bins 617

[LightGBM] [Info] Number of data points in the train set: 8260, number of u
[LightGBM] [Info] [binary:BoostFromScore]: pavg=0.500484 -> initscore=0.001

[LightGBM] [Info] Start training from score 0.001937

▼ LGBMClassifier (i LGBMClassifier(random\_state=42) print("\nLightGBM Results:")
evaluate\_model(lgbm, X\_test, y\_test, "LightGBM")



LightGBM Results:

LightGBM Accuracy: 0.83

LightGBM Classification Report:

,		precision	recall	f1-score	support
	0	0.84	0.82	0.83	1037
	1	0.82	0.84	0.83	1029
accura	су			0.83	2066
macro a	vg	0.83	0.83	0.83	2066
weighted a	vg	0.83	0.83	0.83	2066

