CUSTOMER CHURN PROJECT

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PRESENTATION OUTLINE

PROBLEM STATEMENT
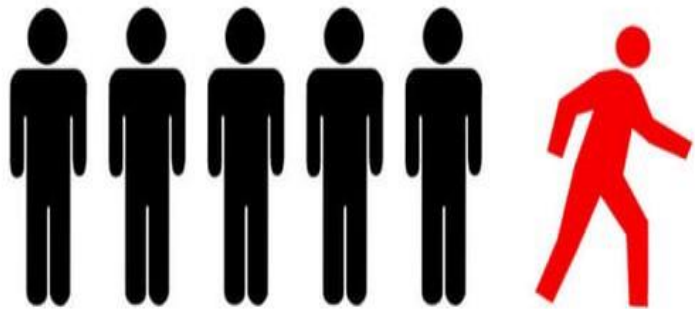
Company XYZ in the month of April recorded vast dop in customers renewing for the following month. The company want to find out what is leading to the customer churn. As the Data Scientist, the company's data for the month of April has been presented to you to make analysis for the business use cases attached and develop a machine learning model that can help predict if a customer will renew or not.

PROJECT OBJECTIVES

01   **Develop a predictive model to find out whether a customer will renew or not**

02   **Perform analytical research on the number of customers who didn't renew**

03   **The type of contracts of those not renewing with company and average tenure days per contract**

04   **Find out if those leaving have phone service or not**

TOOLS USED

❑ **Jupyter notebook**

❑ **Python programming language**

❑ **Dataset (CSV file)**

❑ **Visualization**

ABOUT THE PROJECT

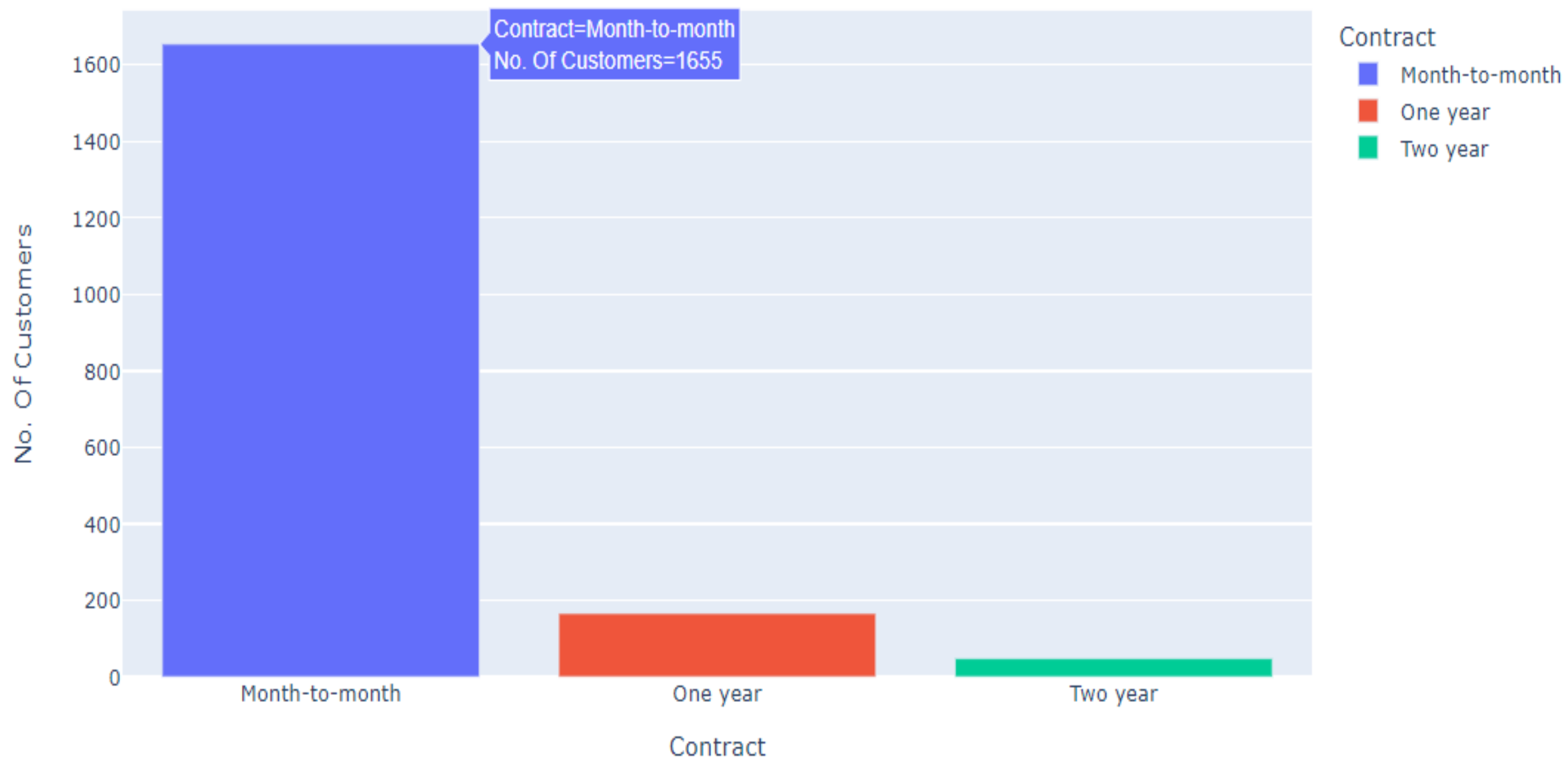How many customers didn't renew?

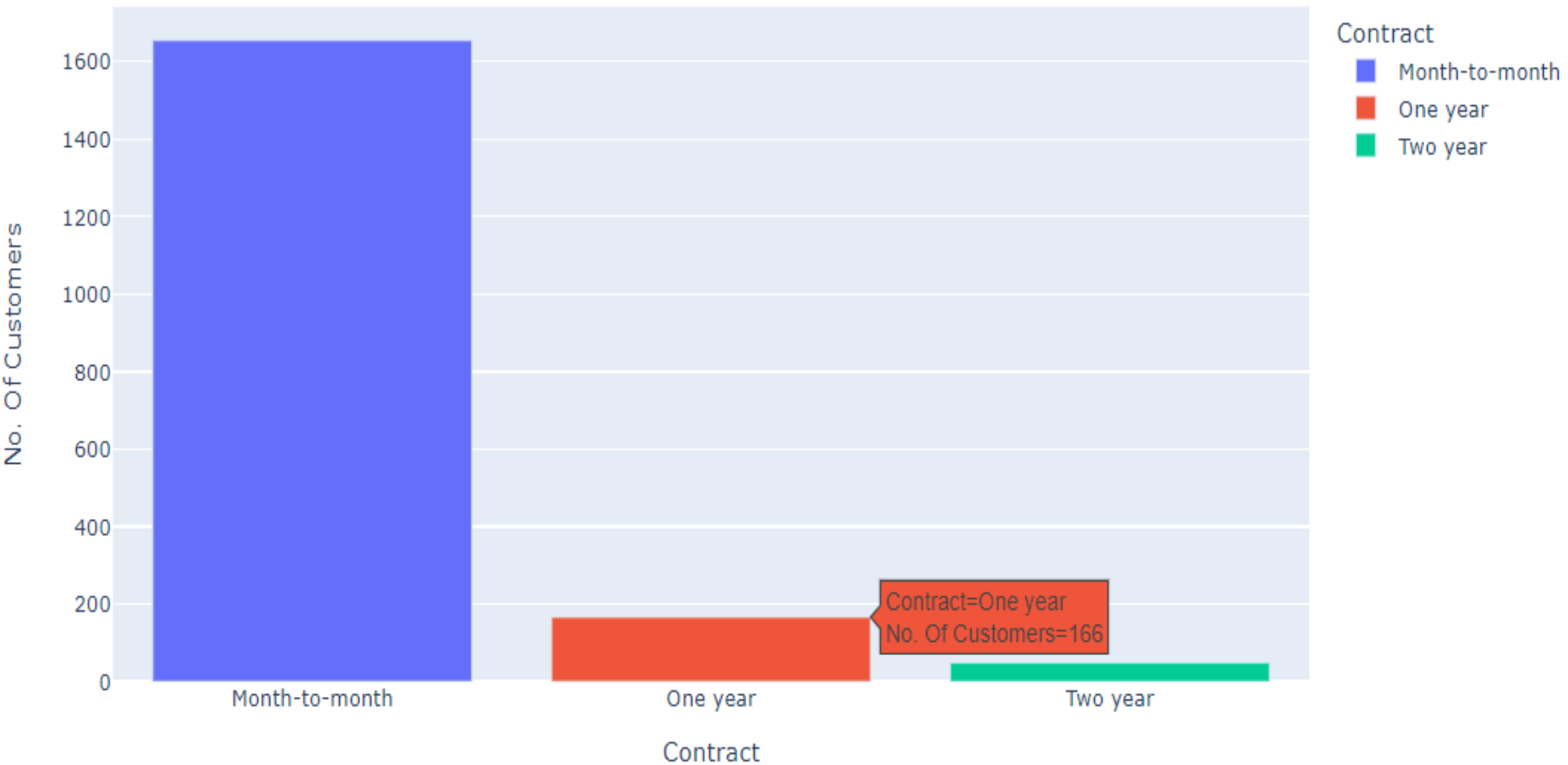|	No. Of Customers
Renewed	5163
Not Renew	1869
Total	7032

ABOUT THE PROJECT

What is the contract type of customers who didn't renew?
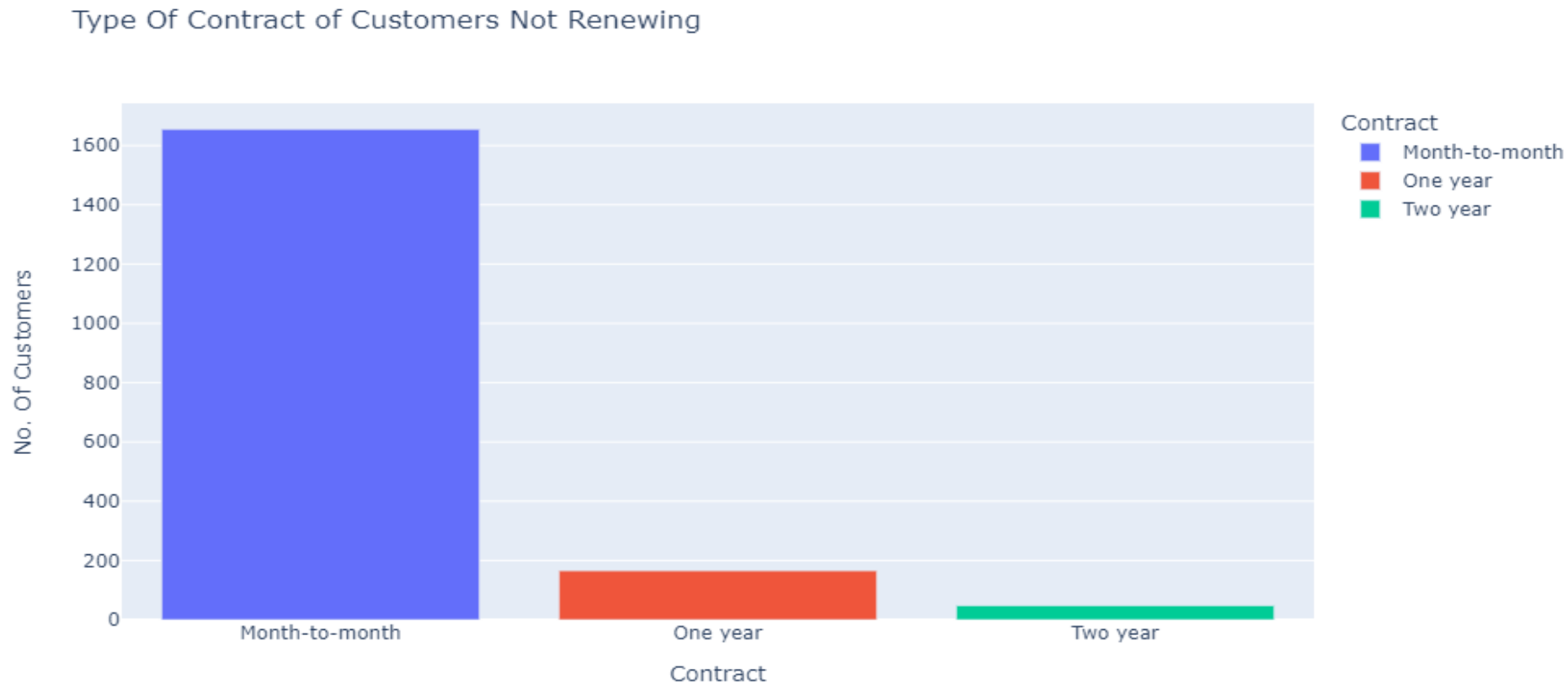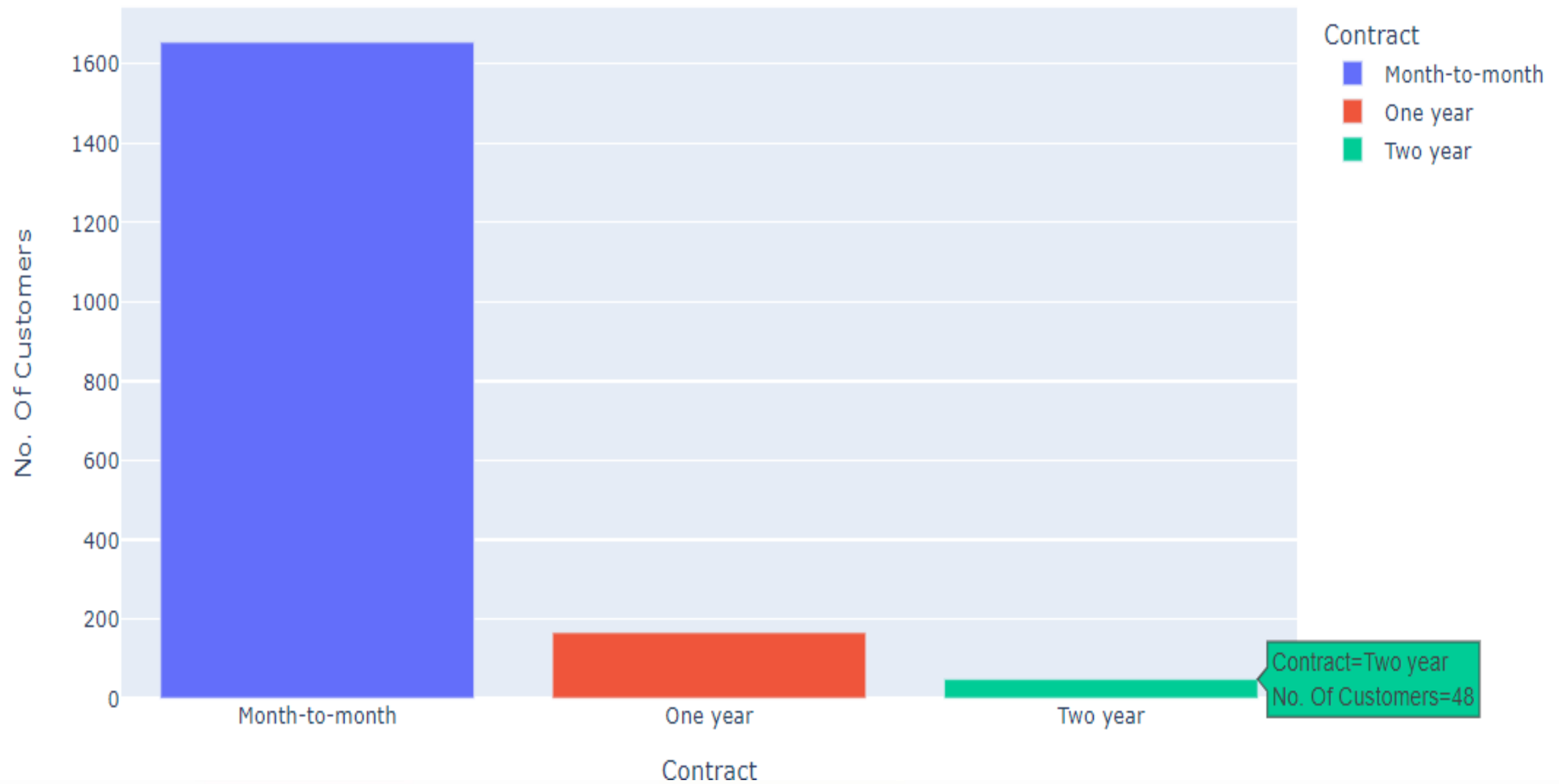

Type Of Contract of Customers Not Renewing

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Contract
- Month-to-month
- One year
- Two year

Contract=One year
No. Of Customers=166

No. Of Customers

Contract

Type Of Contract of Customers Not Renewing

ABOUT THE PROJECT

Average tenure per contract

Contract	Average Tenure
Month-to-month	14
One year	45
Two year	61

ABOUT THE PROJECT

Do the customers not renewing have phone service or not?
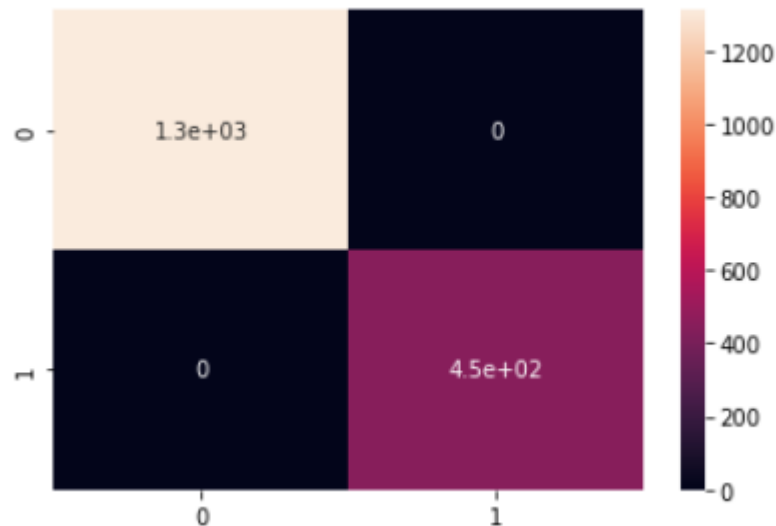

Phone Service Of Customers Leaving

No — 9.1%

Yes — 90.9%
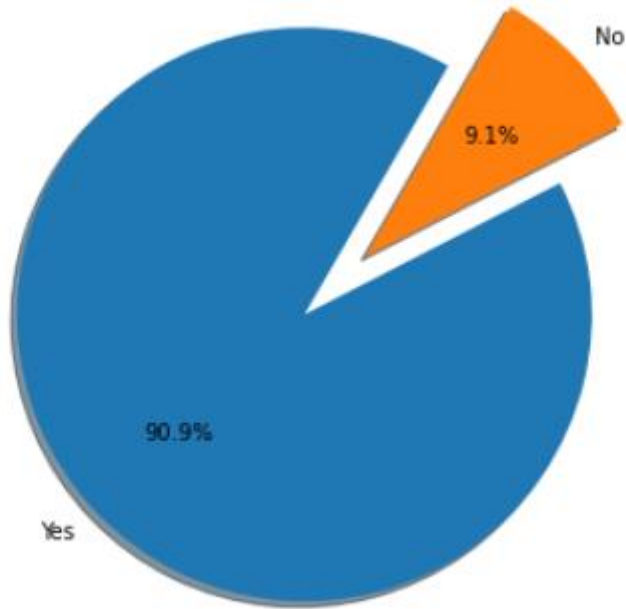
ABOUT THE PROJECT

Machine learning developed to predict whether customer will renew or not.

The accuracy of the model is 99% since it predicted all test data right after checking with confusion matrix.

Conclusion

➢ The tenure and customer ID are crucial factors in determining whether a customer will renew or not. The average tenure for customers not renewing in a month-to-month contract was 14 as compared to customers which renews at 21

➢ Ability to predict whether a customer will renew or not with the developed machine learning model

➢ Majority of customers not renewing are on a month-to-month contract type

THANK YOU!

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