

Abstracts and Ideation

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Paragraph Analysis

A ton of research has been conducted to study the prediction of customer churn through various predictive modeling efforts. Many have even dissected which hypertuning parameters are the best. High accuracy models have been proven effective. However, others argue in the importance of not always targeting those most likely to churn. Articles claim that variables like sensitivity to retention efforts should be taken into consideration. No articles appear to measure the model's accuracy based on the cost of customers not in the predicted fit. Other articles recommend building a healthscore of customers; a holistic approach that considers a non-binary aspect of churn. I think I could go either two directions. One draw a relationship between the effectiveness of a customer healthscore based on profitability impact, or just determines which model has an accuracy metric that validates bringing the most value for fitted customers.

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