

Telco Customer Churn

Data Science: Module Four Project

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Introduction



Business Targets



- ❖ Create model to predict customers' risk to churn.
- ❖ Enhance customer retention initiatives to focus on most vulnerable subsets.

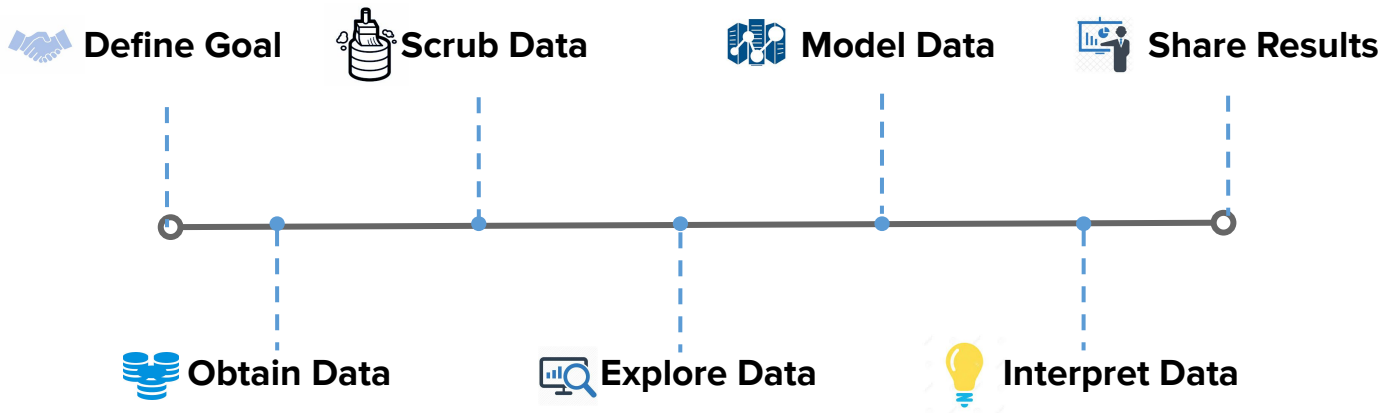
Features to Evaluate



- ❖ Additional services purchased.
- ❖ Customer account/payment details.
- ❖ Demographics.



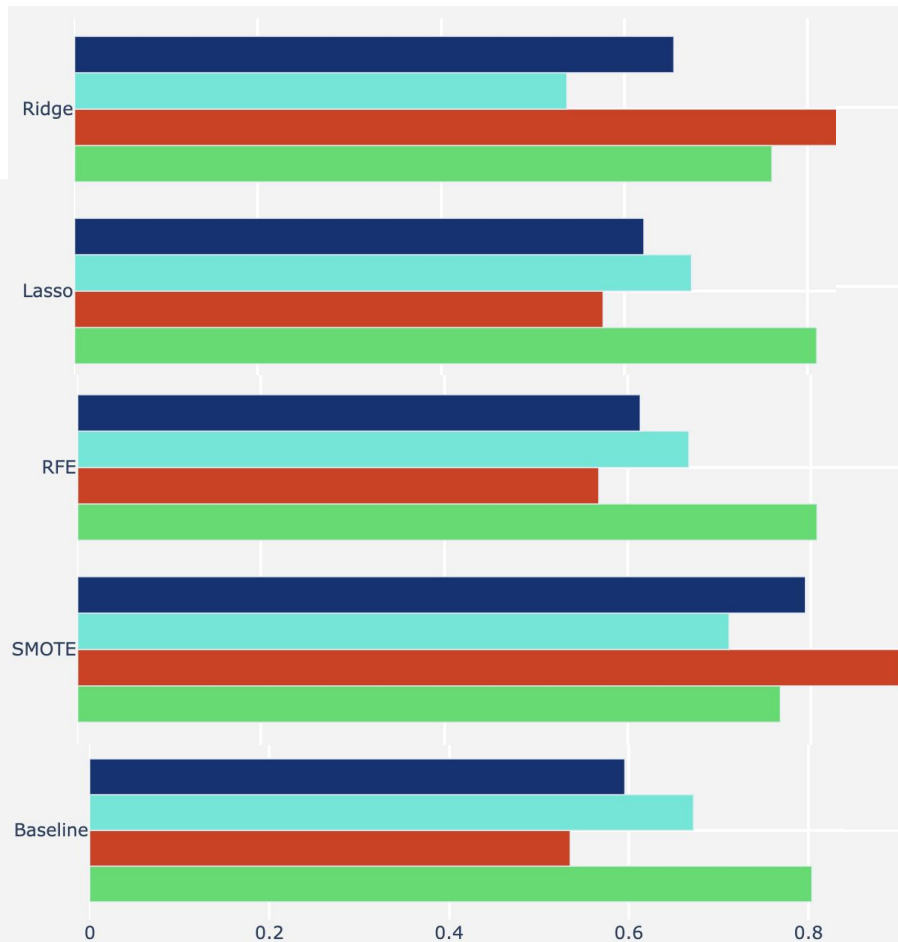
Methodology



Model Results

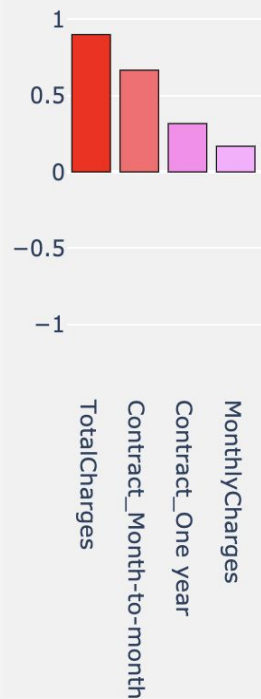


■ F1 Score
■ Precision
■ Recall
■ Accuracy

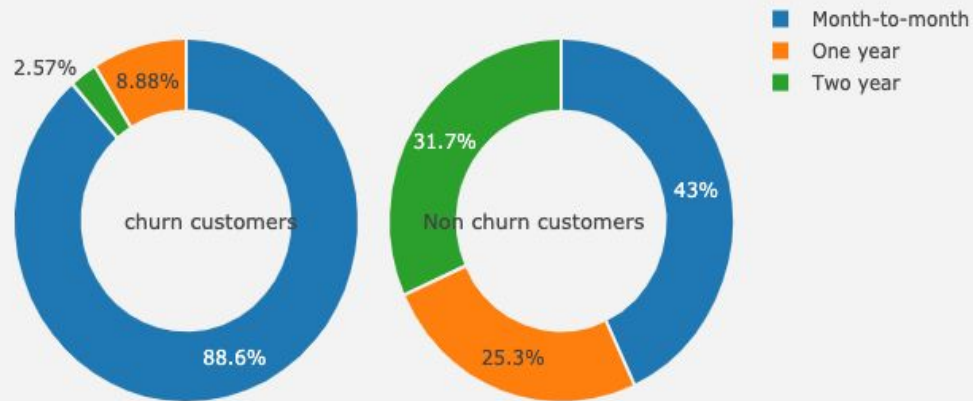




Model Results



Contract distribution in customer attrition





Business Insights



- ❖ Customers most at risk of leaving are those with high Total Charges.
- ❖ Consider marketing campaign to offer deals unique to highest-paying customers.



- ❖ Customers who are on a month-to-month contract are vulnerable to churn.
- ❖ Internal & external incentives if M2M turns to annual contract.



Future Work



Determine threshold for **total charges** most likely to churn.



Examine cause of attrition in **month-to-month** customers.



Prioritize **additional services** that are most likely to retain customers.

THANK YOU!

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