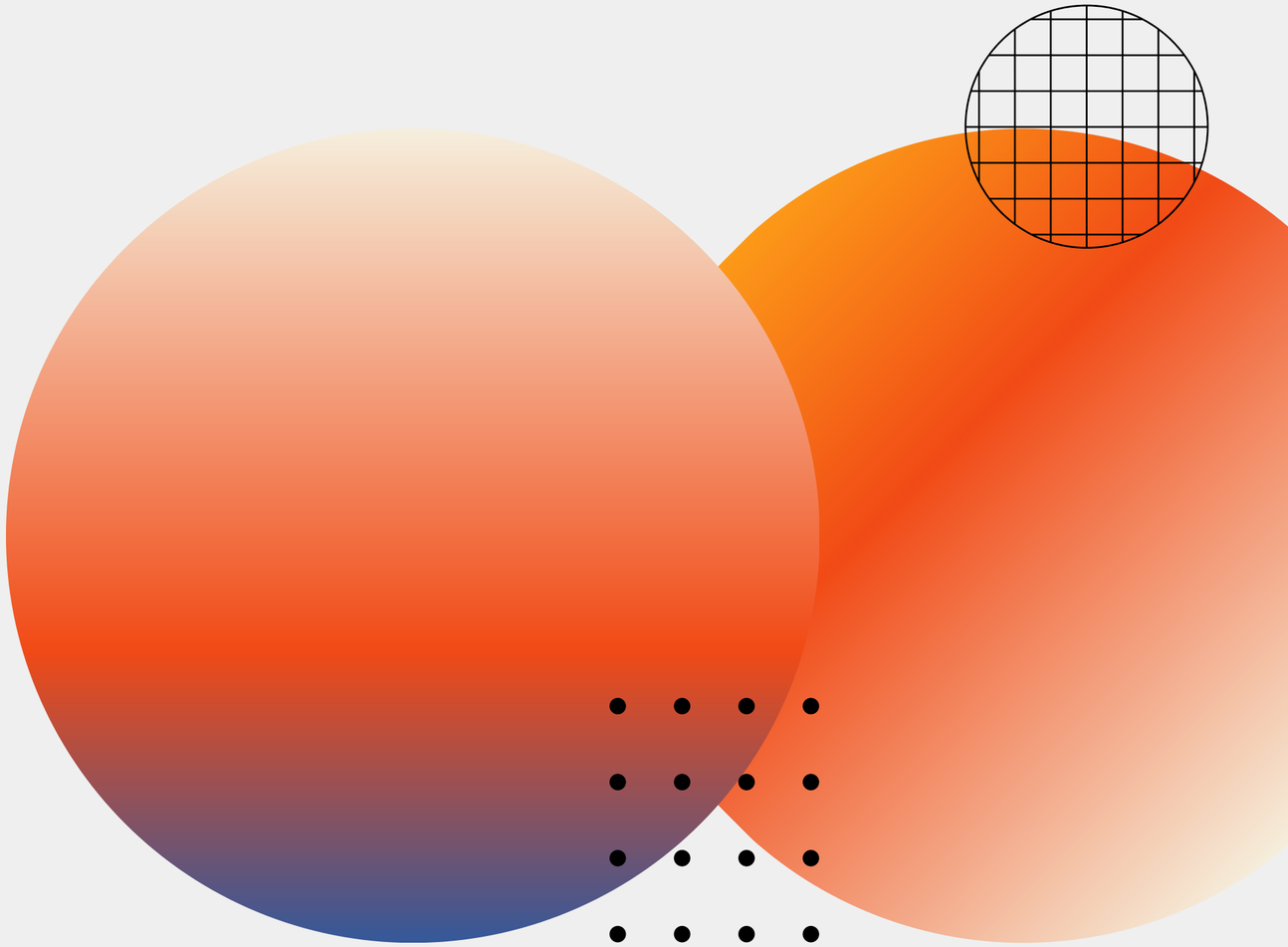
PHASE 3

CHURN PREDICTION



AUTHOR : PETER MAINA
TMS: ANTHONY & DIANA

PROJECT INTRO

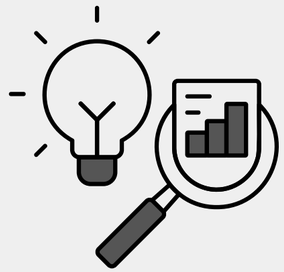
- Churn occurs when customers are leaving a company's services in pursuit of better services from other network providers.

- Churn causes loss of the revenue to the company and it makes it hard to retain customers.

Project Objectives

Churn Prediction

Model Performance Assessment



Feature Insights

Increase Revenue

BUSINESS PROBLEM

1. identify the customers who have a high likelihood of churning
2. To develop effective strategies to retain churning customers.
3. Identify factors that cause customer dissatisfaction and churn

METHODOLOGY

The project will use the CRISP-DM that is Cross-Industry Standard Process for Data Mining methodology, which has several stages:

Business understanding
Data Understanding
Data preparation
Modeling
Evaluation
Deployment

CONCLUSION

- **Model Performance**

Random Forest Classifier emerging as the top performer, achieving a remarkable 95% accuracy and well-balanced precision and recall.

- **Key Features**

The analysis showed some influential features: "customer_service_calls", "total_day_minutes","total day charge", "total intl calls" and "total eve charge" highlighting their importance in predicting churn.

RECOMMENDATIONS

Improve Customer Service:

Pricing Structure Evaluation

Engage with Clients likely to churn


THE END