

Project Development Phase

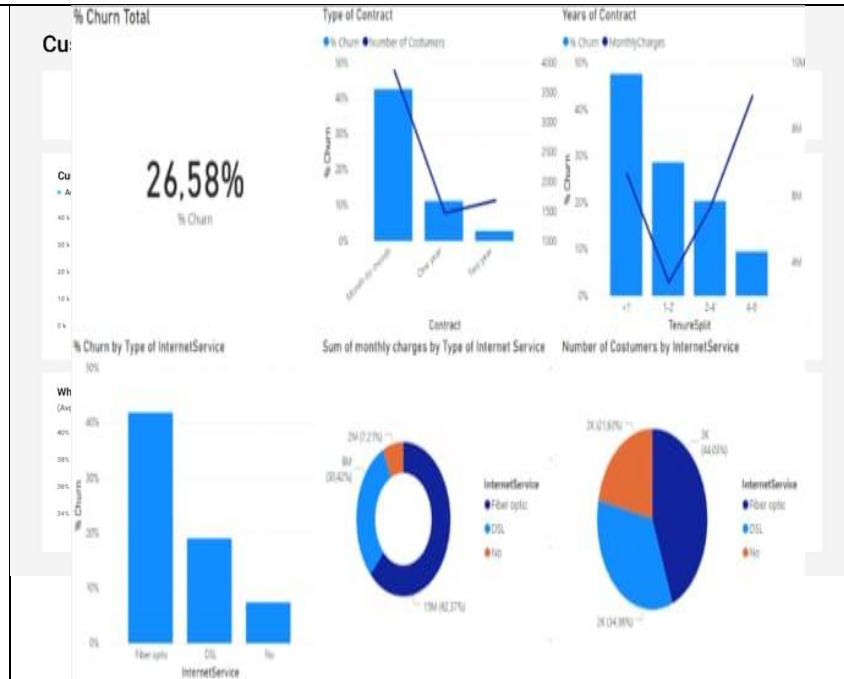
Model performance Testing

Date :	18 October 2023
Team id:	Team 1 [Parameshwari, Nivetha, Nandhini, Nithya Sri]
Project Name :	Customer churn prediction

Sno	Parameter	Screenshot /values
1	Dashboard Design	<p>The dashboard displays four charts related to churn rates and user counts:</p> <ul style="list-style-type: none"> Number of users with monthly fee: A bar chart showing user counts (0 to 8,000) and a line chart showing churn rates (0.0 to 2.5%) across various fee categories. The number of users calling in the area: A bar chart showing user counts (0 to 80,000) and a line chart showing churn rates (0.0 to 20.0%) across different area categories. Number of users on long distance calls: A bar chart showing user counts (0 to 140,000) and a line chart showing churn rates (0.0 to 40.0%) across long distance call categories. Number of users with information fee: A bar chart showing user counts (0 to 7,000) and a line chart showing churn rates (0.00 to 1.00) across information fee categories.
2	Data Responsiveness	<p>The dashboard displays four charts related to churn statistics:</p> <ul style="list-style-type: none"> % Churn Total: A large text display showing a total churn rate of 26.58%. Type of Contract: A bar chart showing churn rates (0% to 50%) for different contract types: Month-to-month, One year, and Two year. % Churn by Type of InternetService: A bar chart showing churn rates (0% to 50%) for different internet services: Fiber optics, DSL, and Ftp. Sum of monthly charges by Type of InternetService: A donut chart showing the distribution of monthly charges: 13M (62.57%), 2M (7.27%), and 3M (30.16%).

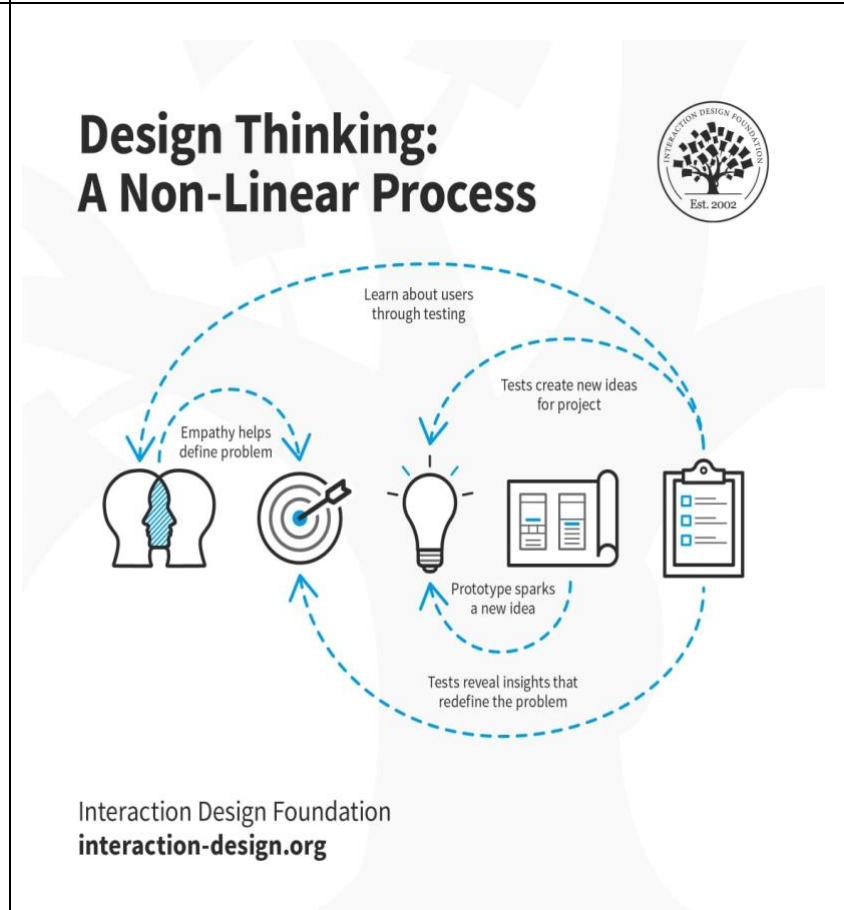
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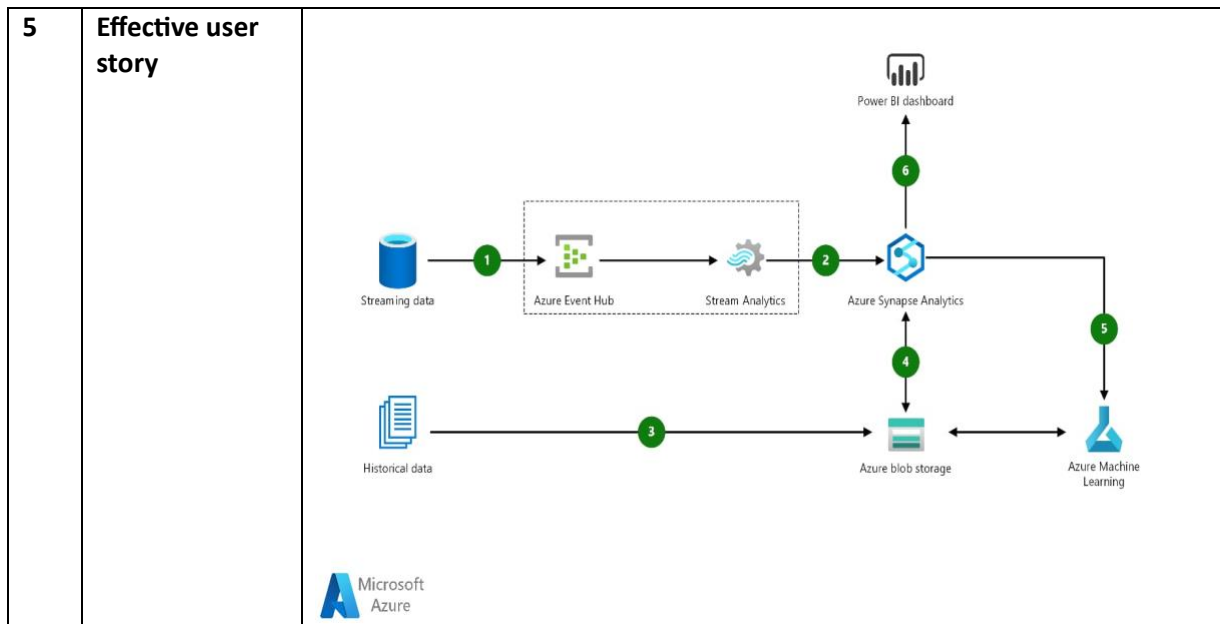
Customer churn Dashboard



4

Non -linear process





For effective model training and testing, the dataset is split into training data (70%) and test dataset (30%) so that data in training set and testing set are unique and the proposed model would be trained over training dataset and it is further tested with unforeseen data from test dataset.