**Azubi\_Africa\_LP2\_TELCO\_CHURN\_PROJECT**

**Understanding Customer Churn in the Telecommunication Industry: A Comprehensive Analysis**

In today's competitive market, comprehending the dynamics of customer churn is essential for businesses aiming to enhance retention and mitigate losses. One pivotal factor influencing churn rates is the type of contract a customer holds. In this blog post, we will delve into the statistical relationship between churn rates and contract terms using a Chi-Square test, followed by the development and implementation of machine learning models to predict which customers are likely to leave the network. These models will utilize features such as contract type, tenure, phone service, internet service, paperless billing, and the ratio of monthly charges to total charges, among others. Notably, these features have demonstrated high predictive importance in logistic regression models for churn prediction.

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**Links**: [Link to GitHub Repository](https://github.com/Nfayem/Telco_Churn_ML.git)

[Link to PowerBI Dashboard](https://app.powerbi.com/view?r=eyJrIjoiNzFlMTM2ZTAtNWUxZC00Y2EzLWJhZGQtNjUzZTg0NGYxOWY2IiwidCI6IjQ0ODdiNTJmLWYxMTgtNDgzMC1iNDlkLTNjMjk4Y2I3MTA3NSJ9)

[Link to LinkedIn Article](https://www.linkedin.com/pulse/understanding-customer-churn-telecommunication-industry-nfayem-imoro-2pvsf)