

Telecom Churn Prediction - Final Presentation

Slide 1: Executive Summary

Problem: High churn rates among high-value telecom customers.

Objective: Predict churn in the next month (September) using usage data from the first three months.

Key Findings: Identify customers at high risk of churn and suggest retention strategies.

Slide 2: EDA Insights

- Visualize customer behavior such as recharge amounts, call usage, internet usage.
- Show correlations between features (e.g., how usage decreases over time).

Slide 3: Model Performance

- Show performance metrics: F1-score, ROC-AUC.
- Discuss the choice of model (Logistic Regression or Random Forest).

Slide 4: Feature Importance

- Highlight the most important features influencing churn (e.g., total usage, recharge amount).

Slide 5: Recommendations

- Offer business strategies: targeted offers, improving service quality, loyalty programs for high-risk customers.