

Churn Prediction Telecommunication

FOR DANIEL BURDENO
AT AT&T

Tower Consulting



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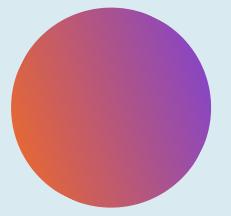
Agenda

Goal

Data

Results

Future goals





Purpose of consultation

- Know who is at risk of switching providers.
- Show our analytical methods.
- Predictive model to show churn risk
- Increase revenue and profitability

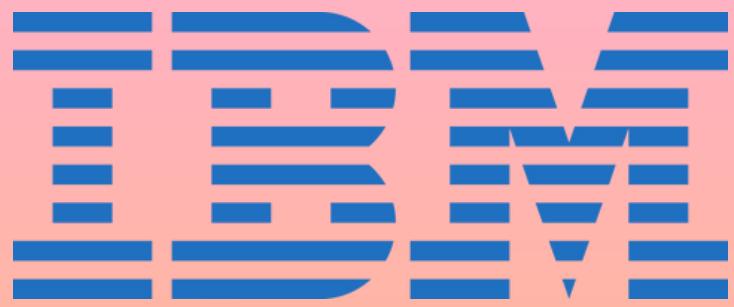
Why is this Important?

01 Identify early customers that might churn.

02 Why Is all of this Important for the business



Data



Over 7,000
data
points

Demographic and
account
information

21 columns and 19
features

Target is
Churn

Methods

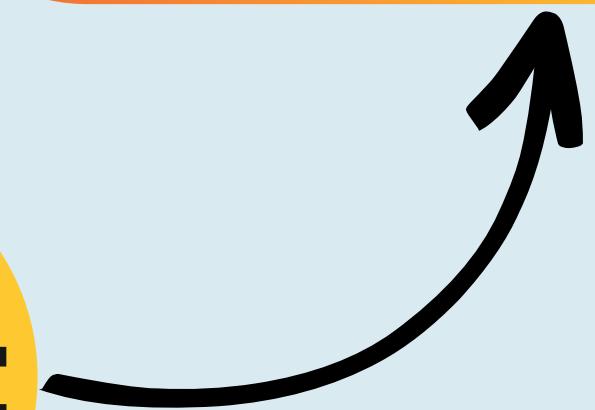
- Cleaning
- Arranged binary data
- OHE
- Pipeline
- Models

Grid Search

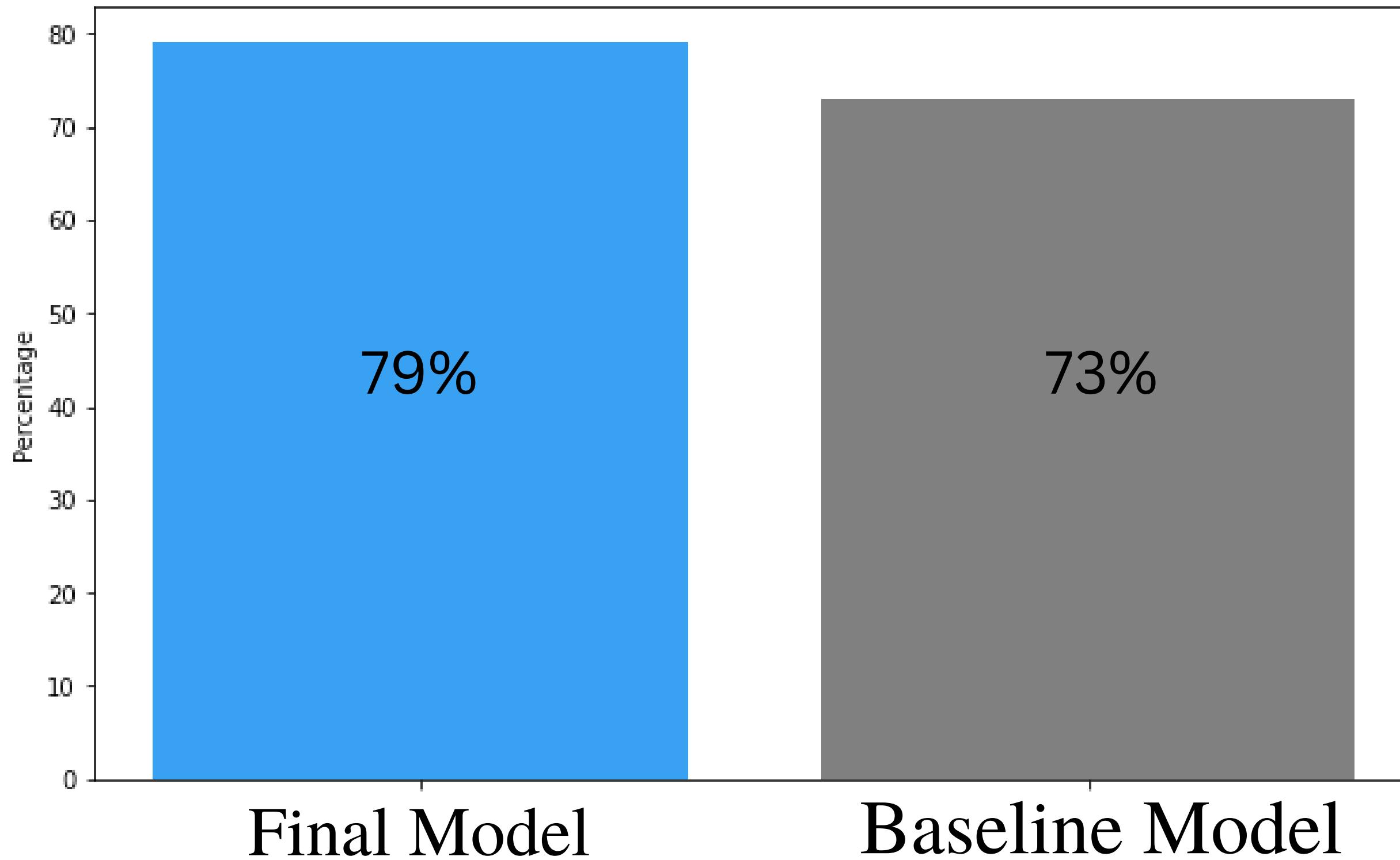
Random forest

KNN

Logistic Regression



Results



Conclusion

- Higher profits.
- Less marketing expense.
- Customer loyalty.

Future plans & limitations

Historical data

More data

Thank You



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