

RoyceBett / SyriaTel-Churn-Analysis

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	Untitled.ipynb	Completed Notebook	23 minutes ago
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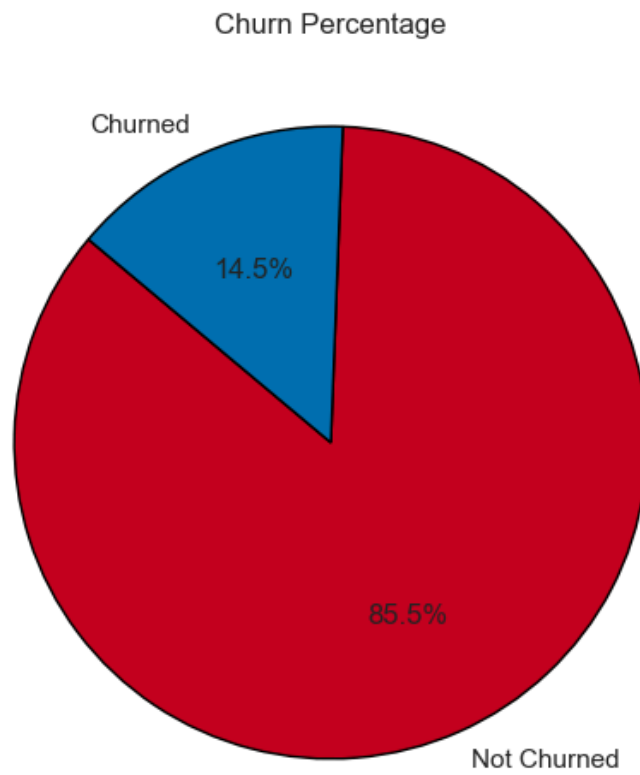
# SyriaTel-Churn-Analysis

## Overview

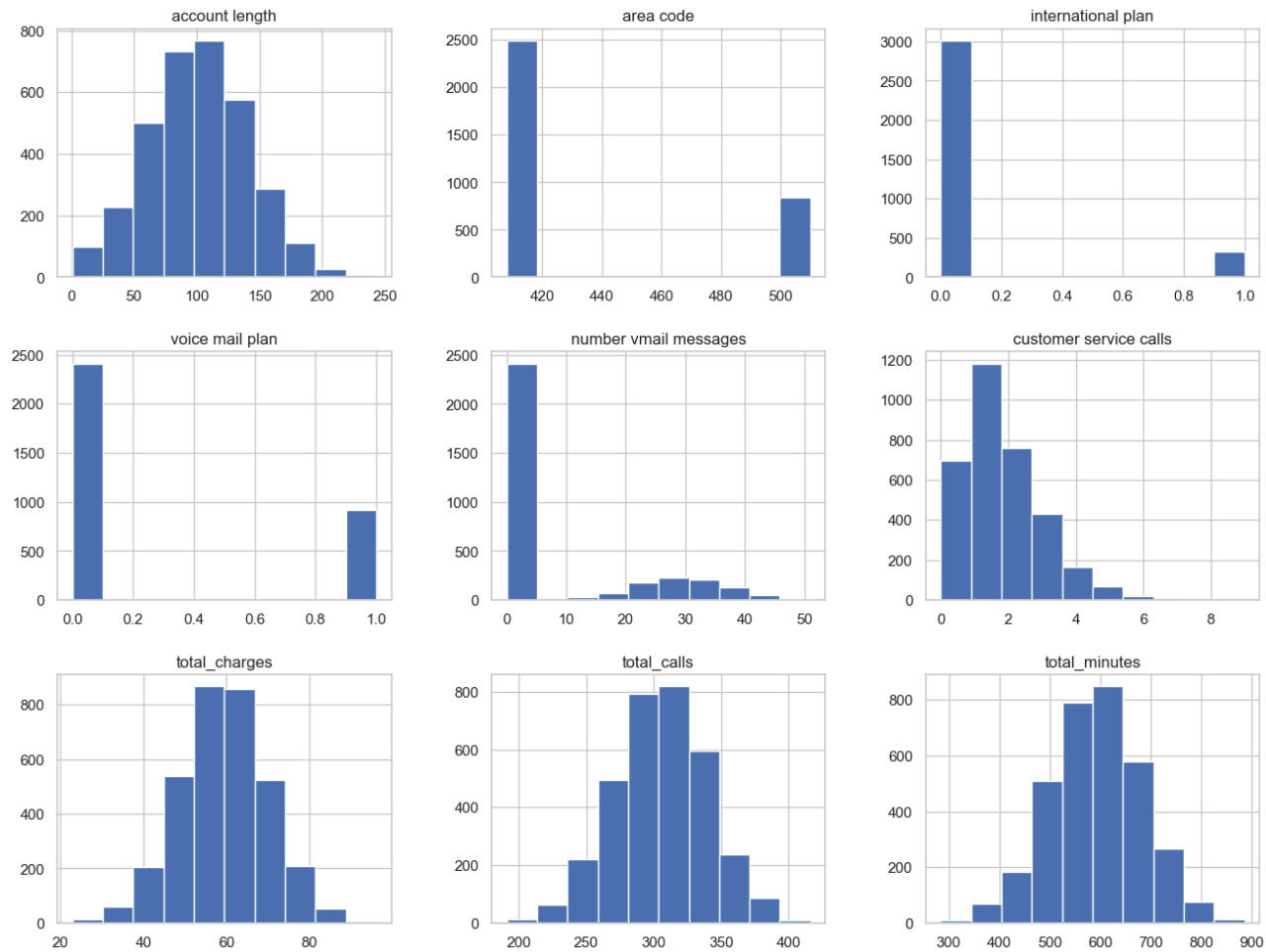
This project aims to use various methods and models of machine learning to develop a framework for SyriaTel to optimize customer retention by minimizing churn.

Initially the data, made available by SyriaTel was cleaned, preprocessed and fed into various models to establish the most efficient and effective predictor of churn. Conclusions were drawn from these results and recommendations were given that would hopefully aid in maximizing customer retention

First the percentage of churners vs non-churners was visualized



Then churn was visualized against other metric



Then the correlation between churn and other factos was observed.

account length



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