

• As from the above visualization we can see that less no.of customers churn

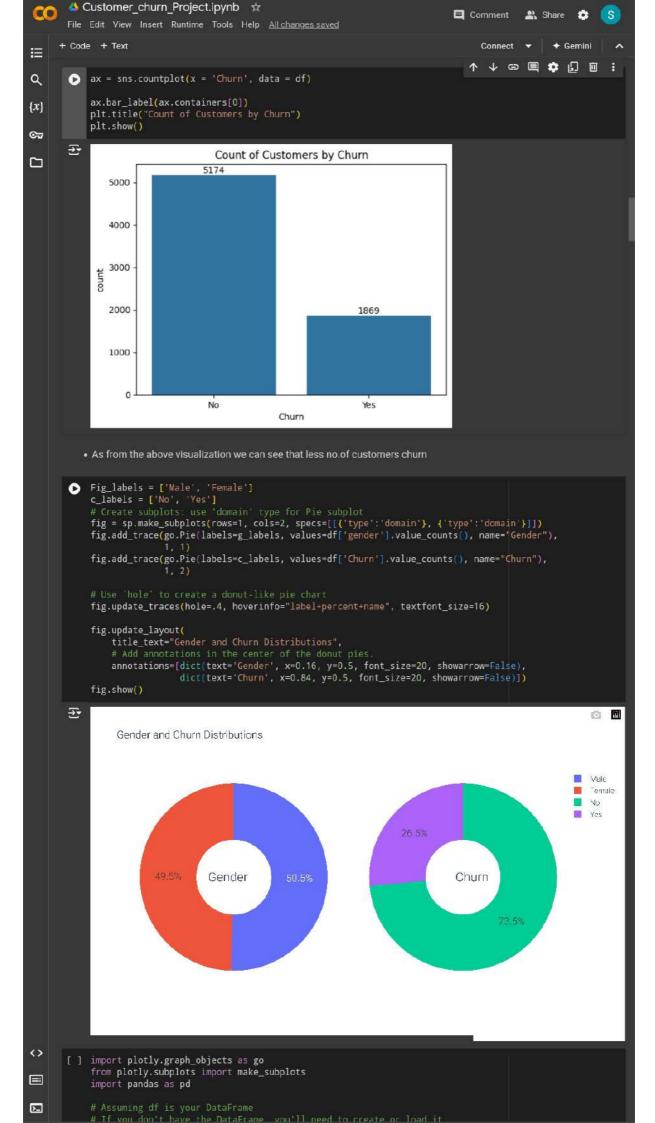
Churn

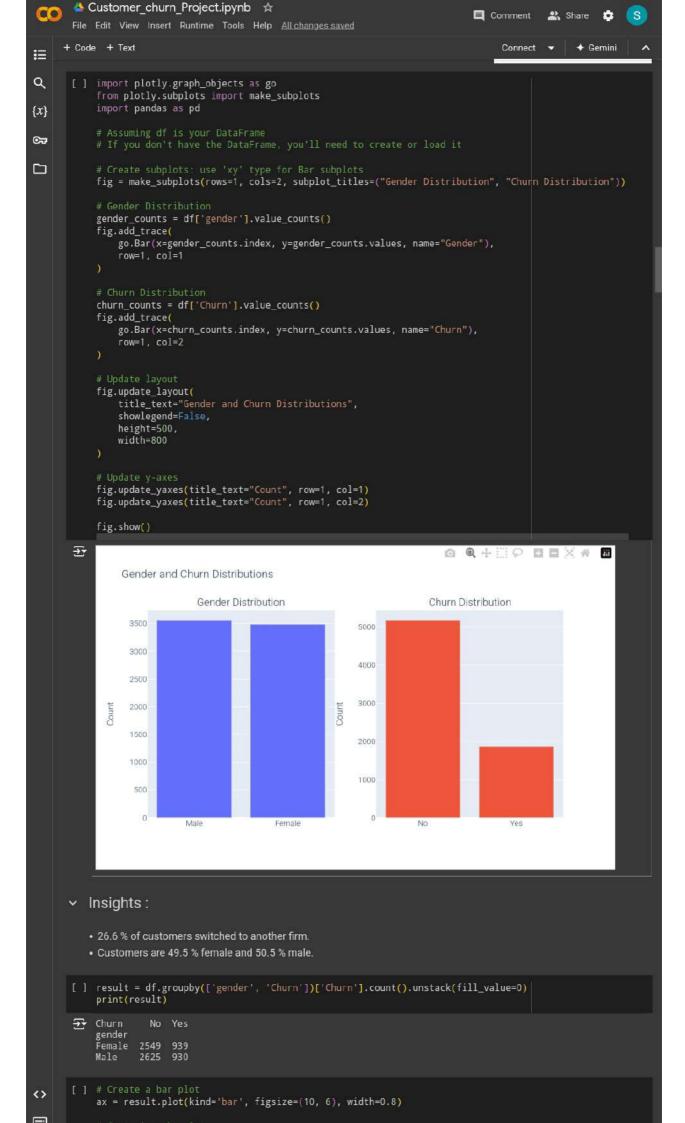
Yes

No

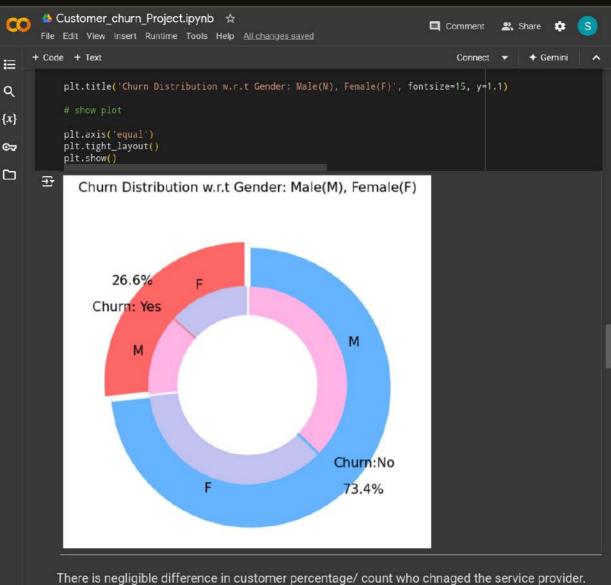
1000

0



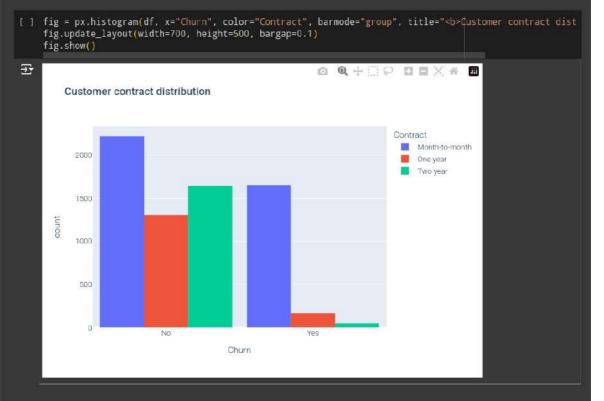






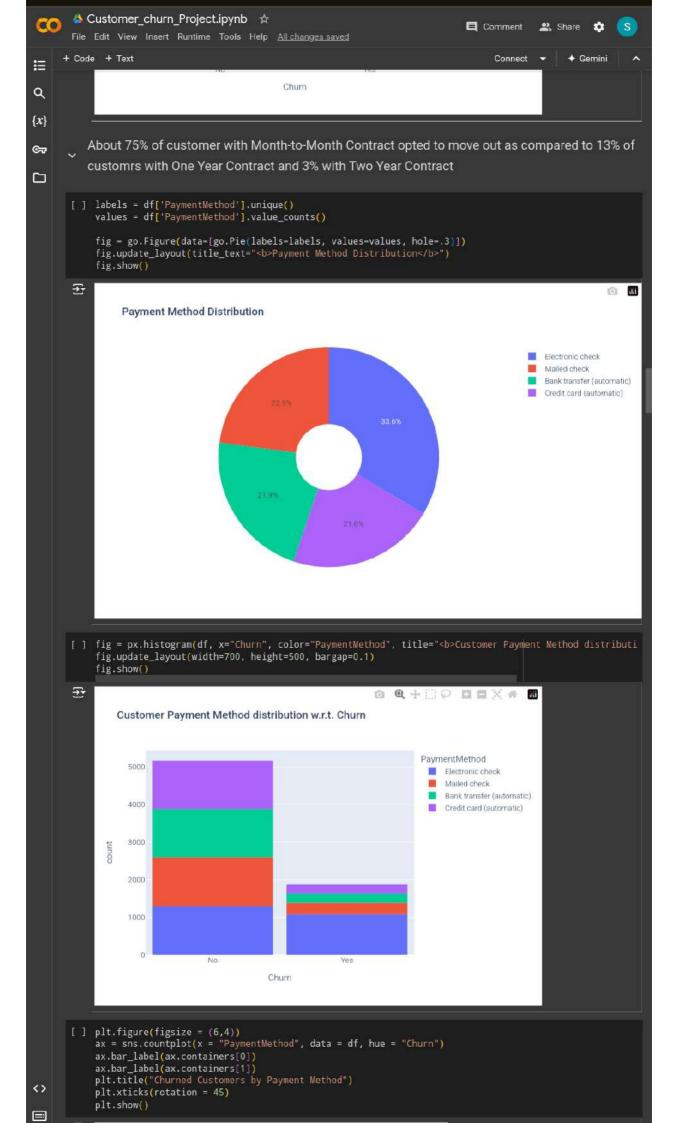
There is negligible difference in customer percentage/ count who chaaged the service provider.

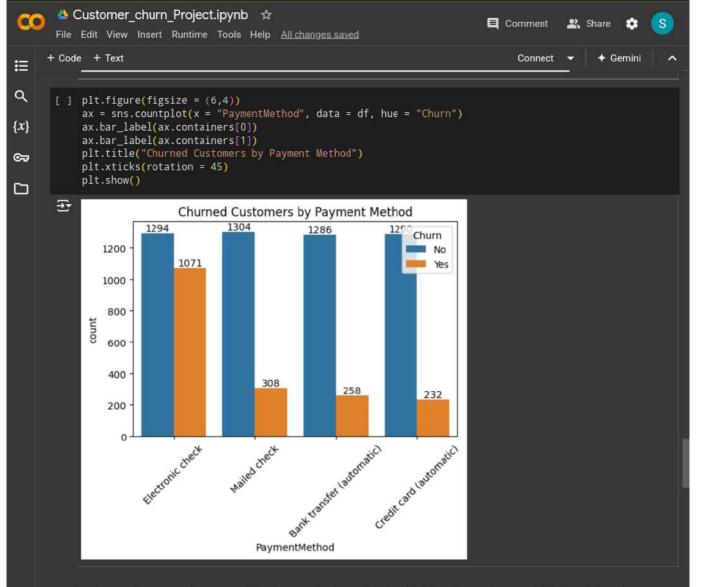
 Both genders behaved in similar fashion when it comes to migrating to another service provider/firm.



About 75% of customer with Month-to-Month Contract opted to move out as compared to 13% of customrs with One Year Contract and 3% with Two Year Contract

()





Major customers who moved out were having Electronic Check as Payment Method. Customers

who opted for Credit-Card automatic transfer or Bank Automatic Transfer and Mailed Check as

Payment Method were less likely to move out.

```
[ ] df["InternetService"].unique()

    array(['DSL', 'Fiber optic', 'No'], dtype=object)

[ ] # Filter data for male customers and get the value counts
    male_data = df[df["gender"] == "Male"][["InternetService", "Churn"]].value_counts().unstack(fill_valu)

# Create a figure and axis
    fig, ax = plt.subplots(figsize=(12, 6))

# Create a grouped bar plot
    male_data.plot(kind='bar', ax=ax)

# Customize the plot
    plt.title('Internet Service and Churn Distribution for Male Customers')
    plt.ylabel('Count')
    plt.ylabel('Count')
    plt.legend(title='Churn')

# Rotate x-axis labels for better readability
    plt.xticks(rotation=0)

# Add value labels on the bars
    for container in ax.containers:
        ax.bar_label(container)

# Adjust layout
    plt.tight_layout()

# Display the plot
    plt.show()

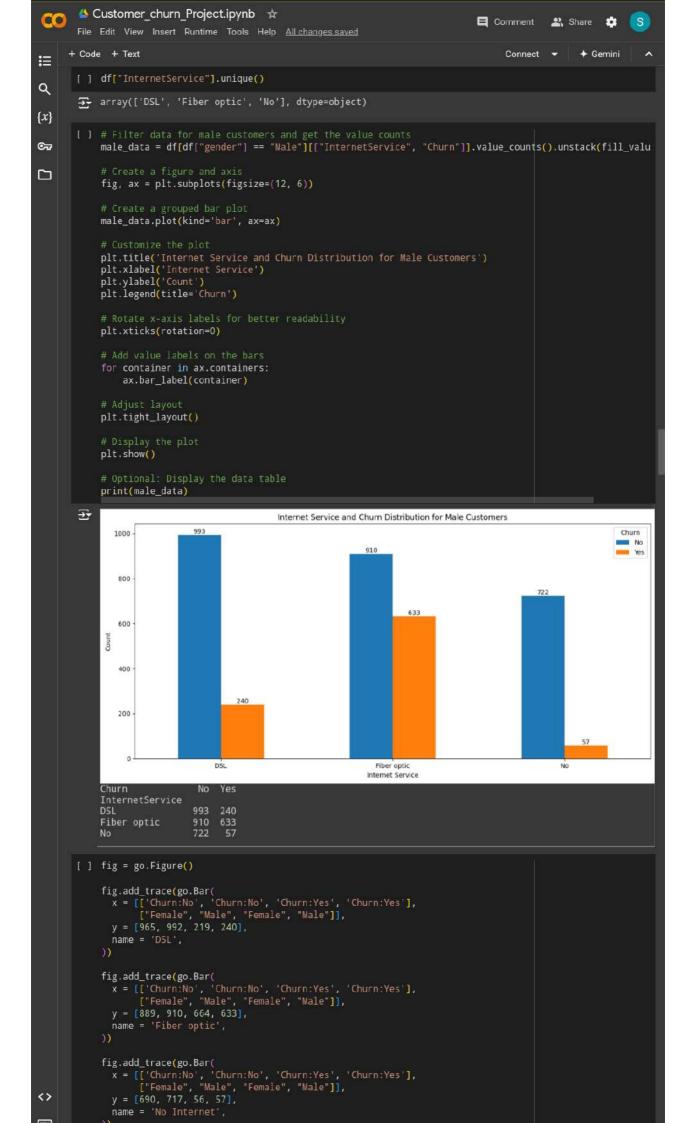
# Optional: Display the data table

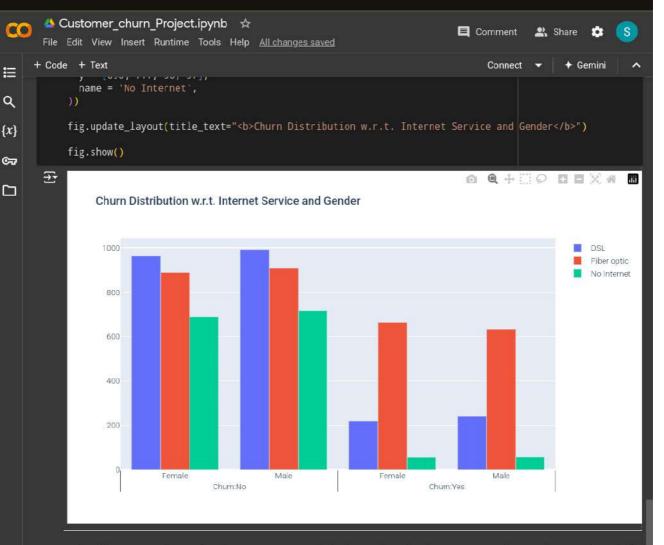
# Optional: Data table table table

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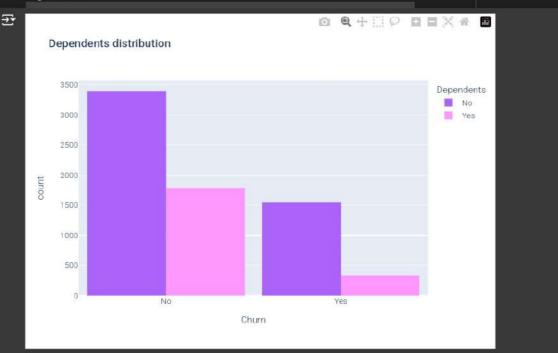
# Optional: Data table table
```





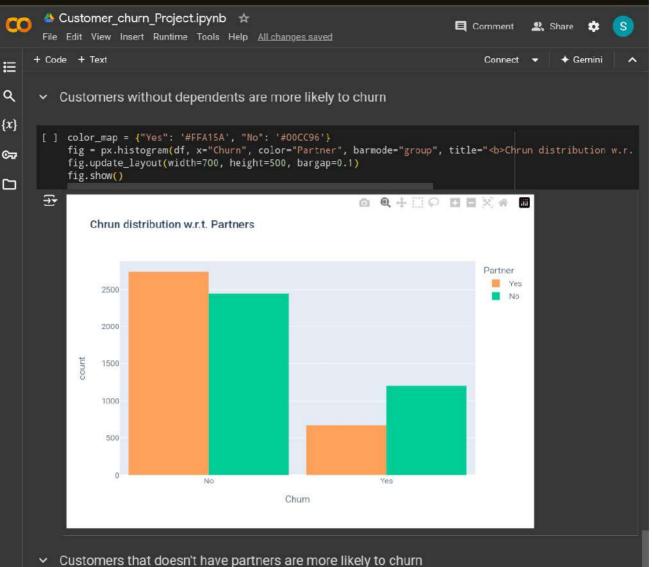
- A lot of customers choose the Fiber optic service and it's also evident that the customers who use Fiber optic have high churn rate, this might suggest a dissatisfaction with this type of internet service.
- Customers having DSL service are majority in number and have less churn rate compared to Fibre optic service.

```
[ ] color_map = {"Yes": "#FF97FF", "No": "#AB63FA"}
fig = px.histogram(df, x="Churn", color="Dependents", barmode="group", title="<b>Dependents distribut
fig.update_layout(width=700, height=500, bargap=0.1)
fig.show()
```



Customers without dependents are more likely to churn

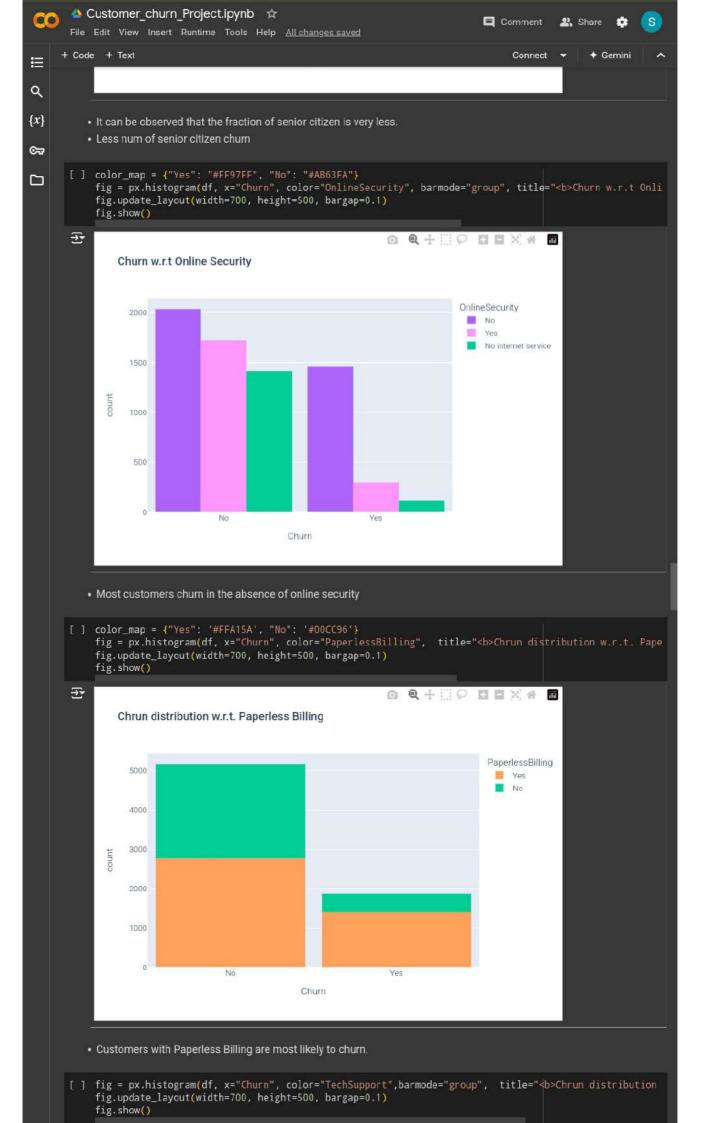
```
[ ] color_map = {"Yes": '#FFA15A', "No": '#00CC96'}
fig = px.histogram(df, x="Churn", color="Partner", barmode="group", title="<b>Chrun distribution w.r.
fig.update_layout(width=700, height=500, bargap=0.1)
```



```
[ ] color_map = {"Yes": '#00CC96', "No": '#B6E880'}
fig = px.histogram(df, x="Churn", color="SeniorCitizen", title="<b>Chrun distribution w.r.t. Senior C
     fig.update_layout(width=700, height=500, bargap=0.1)
     fig.show()
3
                                                               Chrun distribution w.r.t. Senior Citizen
                                                                                      SeniorCitizen
            5000
                                                                                       no
                                                                                       yes
            4000
            3000
       count
            2000
            1000
                               No
                                                                  Yes
                                               Churn
```

- It can be observed that the fraction of senior citizen is very less.
- · Less num of senior citizen churn

```
[] color_map = {"Yes": "#FF97FF", "No": "#AB63FA"}
fig = px.histogram(df, x="Churn", color="OnlineSecurity", barmode="group", title="<b>Churn w.r.t Onli
      fig.update_layout(width=700, height=500, bargap=0.1)
      fig.show()
```



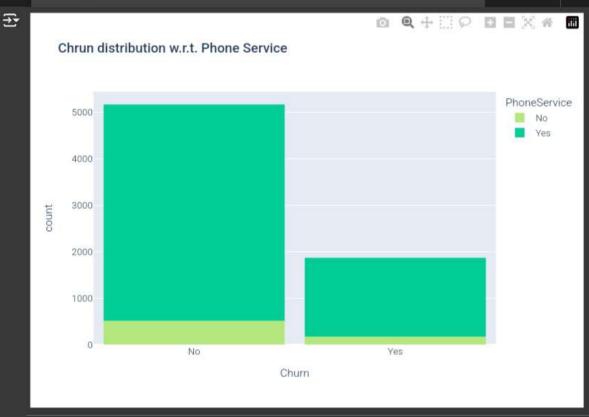




- · Customers with no TechSupport are most likely to migrate to another service provider.
- · Customers with no TechSupport are Churn.

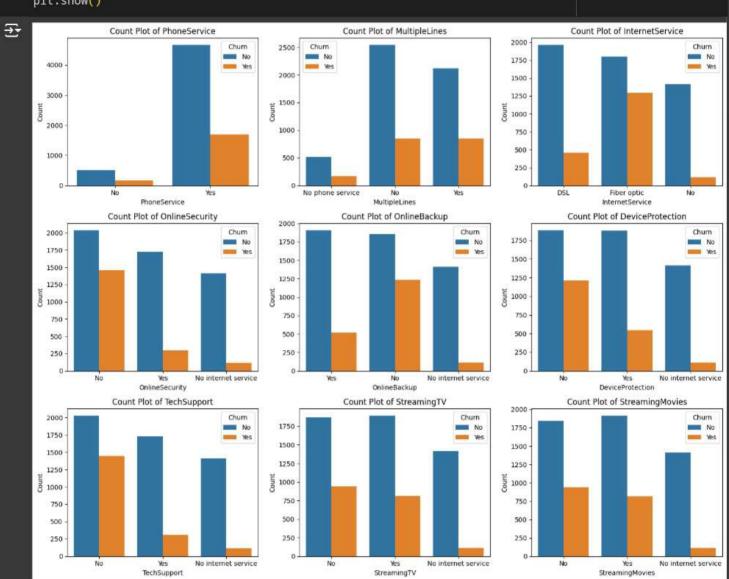
☞

```
[ ] color_map = {"Yes": '#00CC96', "No": '#B6E880'}
fig = px.histogram(df, x="Churn", color="PhoneService", title="<b>Chrun distribution w.r.t. Phone Ser
fig.update_layout(width=700, height=500, bargap=0.1)
fig.show()
```

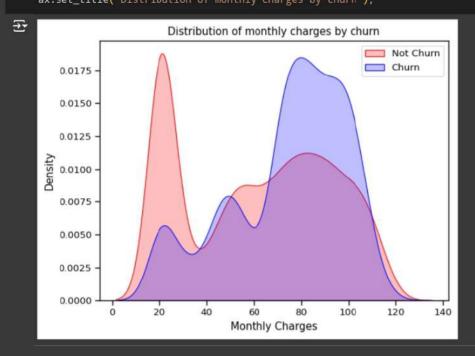


- · Customers with Phone service are most likely to Churn
- Need to look Phone service service and take neccessary action for it

```
[ ] columns = ['PhoneService', 'MultipleLines', 'InternetService', 'OnlineSecurity',
                'OnlineBackup', 'DeviceProtection', 'TechSupport', 'StreamingTV', 'StreamingMovies']
    # Number of columns for the subplot grid (you can change this)
    n_rows = (len(columns) + n_cols - 1) // n_cols # Calculate number of rows needed
    # Create subplots
    fig, axes = plt.subplots(n_rows, n_cols, figsize=(15, n_rows * 4)) # Adjust figsize as needed
    # Flatten the axes array for easy iteration (handles both 1D and 2D arrays)
    axes = axes.flatten()
    # Iterate over columns and plot count plots
    for i, col in enumerate(columns):
        sns.countplot(x=col, data=df, ax=axes[i], hue = df["Churn"])
        axes[i].set_title(f'Count Plot of {col}')
        axes[i].set_xlabel(col)
        axes[i].set_ylabel('Count')
    # Remove empty subplots (if any)
    for j in range(i + 1, len(axes)):
        fig.delaxes(axes[j])
    plt.tight_layout()
    plt.show()
```

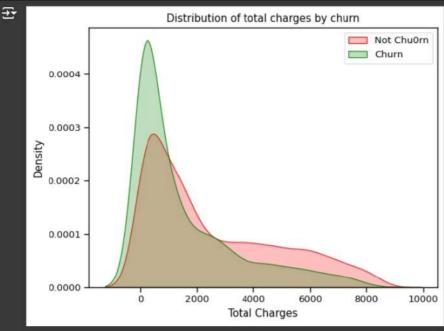


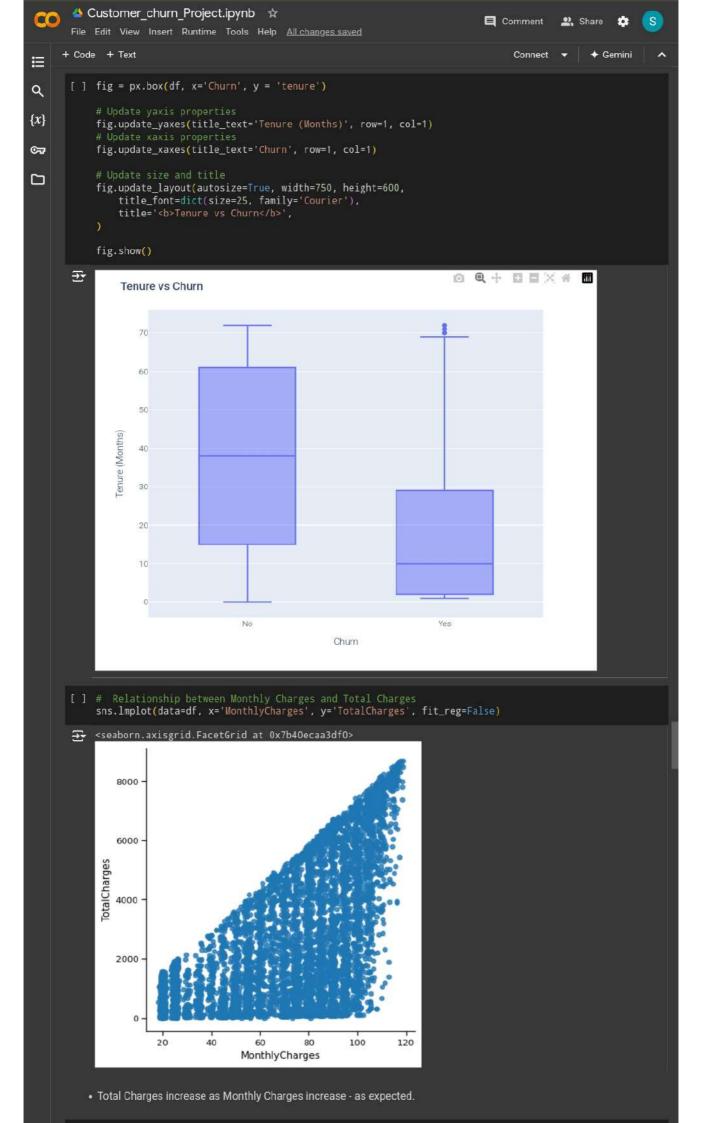
Very small fraction of customers don't have a phone service and out of that, 1/3rd Customers are more likely to churn

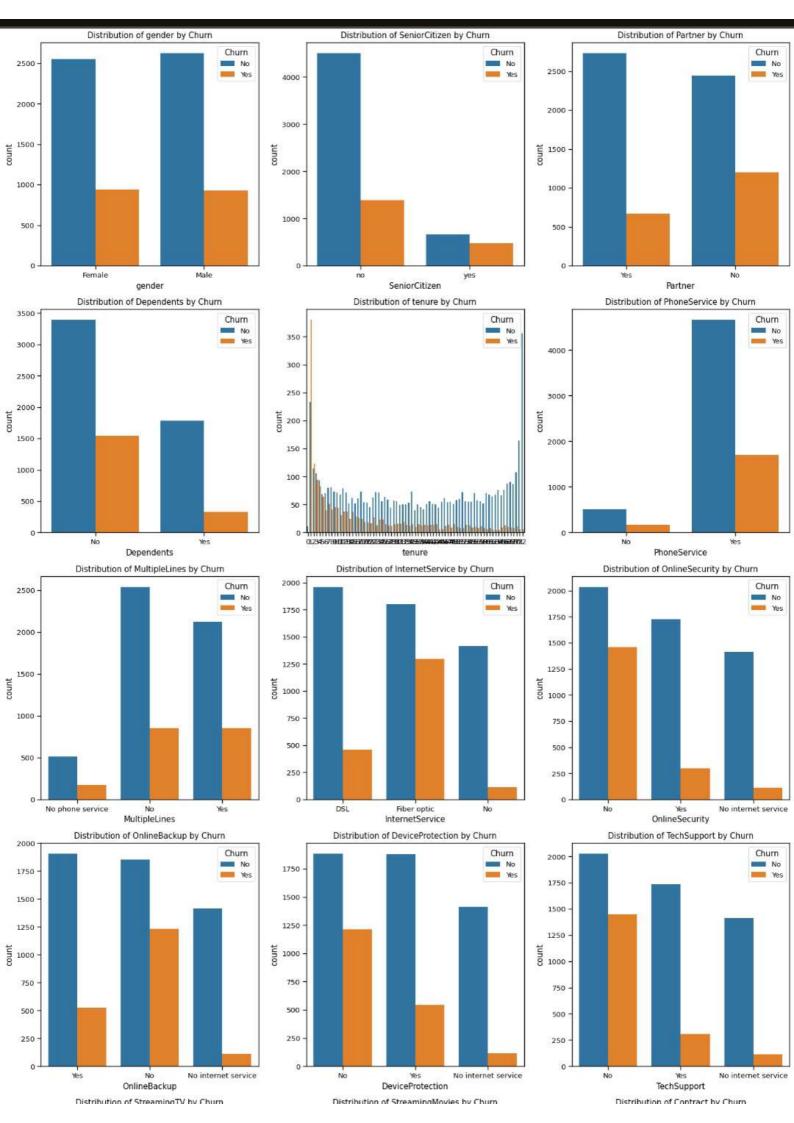


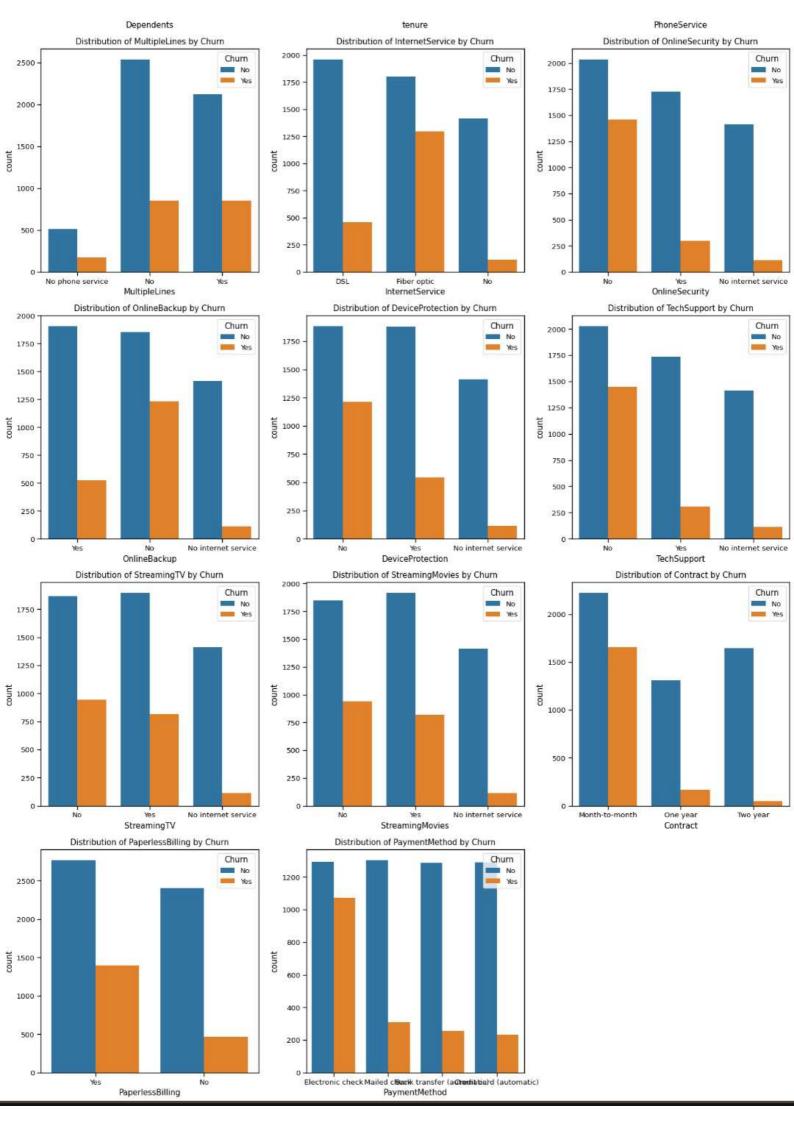
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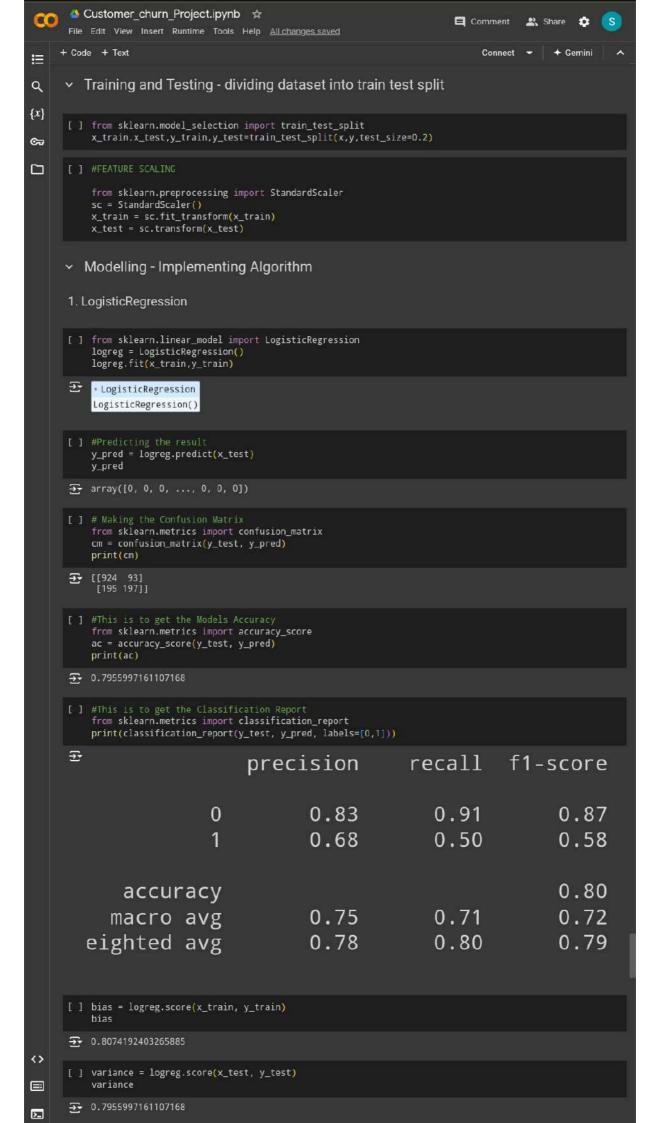
· Customers with higher Monthly Charges are also more likely to churn











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→ Gemini

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E

→ 0.7955997161107168

Q

    2. Decision Tree Classifier - without Resampling

\{x\}
⊙
      [ ] from sklearn.tree import DecisionTreeClassifier
          model_dt=DecisionTreeClassifier(criterion = "gini",random_state = 0,max_depth=150, min_samples_leaf=1
model_dt.fit(x_train,y_train)
      ₹
                                  DecisionTreeClassifier
          DecisionTreeClassifier(max_depth=150, min_samples_leaf=100, random_state=0)
      [ ] y_pred=model_dt.predict(x_test)
      → array([0, 0, 0, ..., 0, 0, 0])
      [ ] from sklearn import metrics
          model_dt.score(x_test,y_test)
      → 0.7934705464868701
      [ ] from sklearn.metrics import classification_report
          print(classification_report(y_test, y_pred, labels=[0,1]))
      =
                                       precision recall f1-score
                                                  0.81
                                                                      0.93
                                                                                           0.87
                                 0
                                                 0.70
                                                                      0.45
                                                                                           0.55
                                                                                           0.79
                  accuracy
                                     0.76 0.69
                macro avg
                                                                                           0.71
                                                                   0.79
         weighted avg
                                             0.78
                                                                                           0.78

    The Dataset is Imbalance lets implement SMOTE technique to balance the dataset

      Decision Tree Classifier with Resampling
      [ ] from imblearn.combine import SMOTEENN
          # Initialize the SMOTEENN object
          sm = SMOTEENN()
          X_resampled, y_resampled = sm.fit_resample(x, y)
      [ ] xr_train,xr_test,yr_train,yr_test = train_test_split(X_resampled, y_resampled,test_size=0.2)
      [ ] model_dt_smote-DecisionTreeClassifier(criterion = "gini",random_state = 0,max_depth=200, min_samples_
      [ ] model_dt_smote.fit(xr_train,yr_train) model_dt_smote
      \Xi
                                  DecisionTreeClassifier
          DecisionTreeClassifier(max_depth=200, min_samples_leaf=80, random_state=0)
      [ ] yr_predict = model_dt_smote.predict(xr_test)
          yr_predict
      \Rightarrow array([0, 0, 1, ..., 1, 1, 1])
<>
     [ ] from sklearn.metrics import confusion_matrix
```

```
⊙⊋

    The Dataset is Imbalance lets implement SMOTE technique to balance the dataset

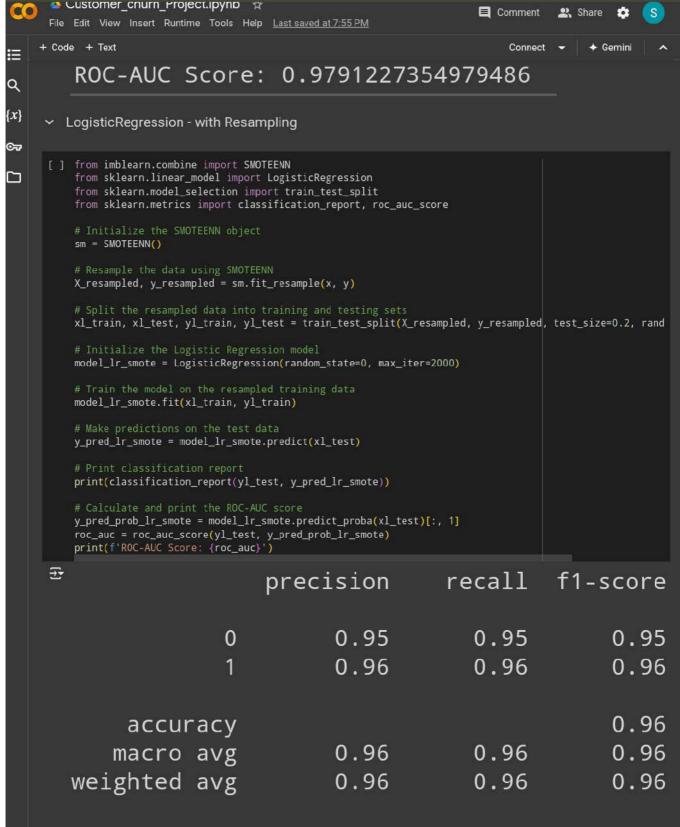
Decision Tree Classifier with Resampling
      [ ] from imblearn.combine import SMOTEENN
           # Initialize the SMOTEENN object
           sm = SMOTEENN()
          X_resampled, y_resampled = sm.fit_resample(x, y)
      [ ] xr_train,xr_test,yr_train,yr_test = train_test_split(X_resampled, y_resampled,test_size=0.2)
      [ ] model_dt_smote=DecisionTreeClassifier(criterion = "gini",random_state = 0,max_depth=200, min_samples_
      [ ] model_dt_smote.fit(xr_train,yr_train)
           model_dt_smote
      =
                                    DecisionTreeClassifier
           DecisionTreeClassifier(max_depth=200, min_samples_leaf=80, random_state=0)
      [ ] yr_predict = model_dt_smote.predict(xr_test)
           yr_predict
      \Rightarrow array([0, 0, 1, ..., 1, 1, 1])
      [ ] from sklearn.metrics import confusion_matrix
           print(metrics.confusion_matrix(yr_test, yr_predict))
       → [[497 42]
           [ 56 577]]
      [ ] model_score_r = model_dt_smote.score(xr_test, yr_test)
          model_score_r
      → 0.9163822525597269
      [ ] from sklearn.metrics import classification_report
           print(classification_report(yr_test, yr_predict, labels=[0,1]))
      \Xi
                   precision recall f1-score support
```

	p			
0	0.90	0.92	0.91	539
1	0.93	0.91	0.92	633
тсу			0.92	1172
ıvg	0.92	0.92	0.92	1172
ıvg	0.92	0.92	0.92	1172

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     + Code + Text
                                                                               巨
      ■ RandomForestClassifier
Q
           RandomForestClassifier()
\{x\}
      [ ] # Predicting the Test set results
œ
          y_pred_rf = model_rf.predict(x_test)
          y_pred_rf
⇒ array([0, 0, 0, ..., 0, 0, 0])
      [ ] from sklearn.metrics import confusion_matrix print(metrics.confusion_matrix(y_test, y_pred_rf))
      壬 [[914 103] [204 188]]
          model_rf.score(x_test,y_test)
      3.7821149751596878

    Random Forest Classifier - with Resampling

      [ ] from imblearn.combine import SMOTEENN
          from sklearn.ensemble import RandomForestClassifier
          from sklearn.model_selection import train_test_split
          from sklearn.metrics import classification_report, roc_auc_score
          sm = SMOTEENN()
          # Resample the data using SMOTEENN
X_resampled, y_resampled = sm.fit_resample(x, y)
          xr_train, xr_test, yr_train, yr_test = train_test_split(X_resampled, y_resampled, test_size=0.2, rand
          # Initialize the Random Forest Classifier
          model_rf_smote = RandomForestClassifier(criterion="gini", random_state=0, n_estimators=100, max_depth
          model_rf_smote.fit(xr_train, yr_train)
      ∃ .
                                   RandomForestClassifier
          RandomForestClassifier(max_depth=200, min_samples_leaf=80, random_state=0)
          y_pred_rf_smote = model_rf_smote.predict(xr_test)
          y_pred_rf_smote
      → array([0, 0, 1, ..., 0, 1, 1])
          print(classification_report(yr_test, y_pred_rf_smote))
          # Calculate and print the ROC-AUC score
y_pred_prob_rf_smote = model_rf_smote.predict_proba(xr_test)[:, 1]
          roc_auc = roc_auc_score(yr_test, y_pred_prob_rf_smote)
print(f'ROC-AUC Score: {roc_auc}')
      3
                                         precision recall f1-score
                                                    0.94
                                  0
                                                                      0.89
                                                                                                0.92
                                   1
                                                    0.91
                                                                          0.95
                                                                                                0.93
                                                                                                0.92
                   accuracy
                                                 0.93
                                                                      0.92
                                                                                                0.92
                 macro avg
          weighted avg
                                                                        0.92
                                                  0.92
                                                                                                0.92
4>
ROC-AUC Score: 0.9794310761409466
2
                                                                                                     . ×
```



ROC-AUC Score: 0.9921840538989094

Logistic regression, Decision tree classifier and Random forest classifier all algorithms are working well but Logistic regression working much better with 96% accuracy

Explore code / https://github.com/SameerHussain128?tab=repositories

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