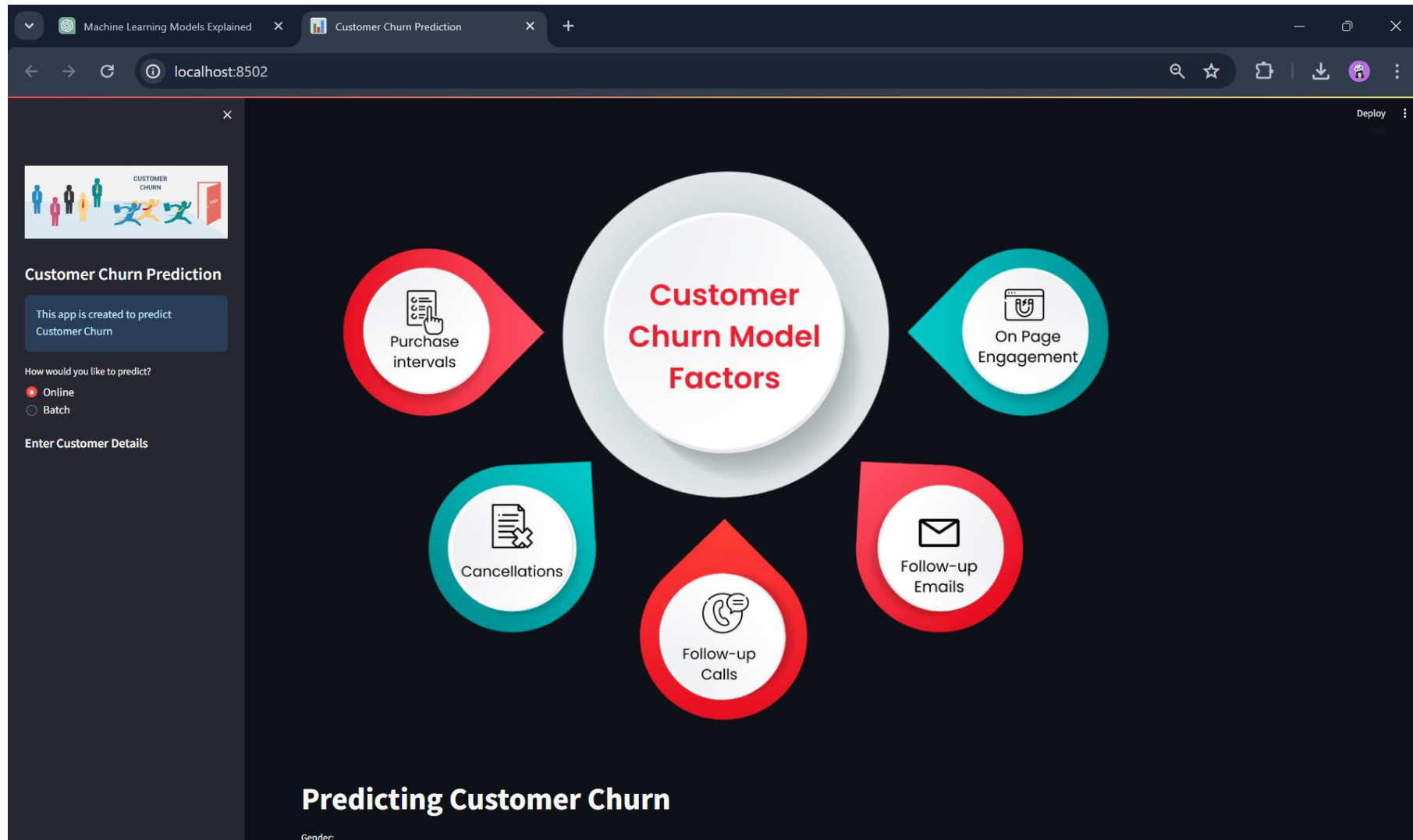


# CIA 3: Customer Churn Analysis with Modular Coding


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Machine Learning Models Explained

Customer Churn Prediction

localhost:8502



### Customer Churn Prediction

This app is created to predict Customer Churn

How would you like to predict?

☒ Online

☐ Batch

Enter Customer Details

## Predicting Customer Churn

Gender:

Male

Customer is a senior citizen:

Yes

Customer has a partner:

Yes

Customer has dependents:

Yes

Customer has phone service:

No

Customer has multiple lines:

No

Customer has internet service:

DSL

Customer has online security:

No

Customer has online backup:

Yes

Deploy

Machine Learning Models Explained × Customer Churn Prediction × +

localhost:8502

This app is created to predict Customer Churn

How would you like to predict?

Online

Batch

Enter Customer Details

No phone service

Customer has internet service:

DSL

Customer has online security:

No internet service

Customer has online backup:

No internet service

Customer has device protection:

No internet service

Customer has tech support:

No internet service

Customer has streaming TV:

No internet service

Customer has streaming movies:

No internet service

Customer has a contract:

Month-to-month

Customer has paperless billing:

No

Payment Option:

Bank transfer (automatic)

Number of months with current telco provider:

0

Monthly charges:

0

Predict

Machine Learning Models Explained x Customer Churn Prediction x

localhost:8502

**Customer Churn Prediction**

This app is created to predict Customer Churn

How would you like to predict?

☐ Online

☒ Batch

Upload CSV File for Batch Prediction

**Customer Churn Model Factors**

- Purchase intervals
- On Page Engagement
- Follow-up Emails
- Follow-up Calls
- Cancellations

**Predicting Customer Churn**

Upload csv file for predictions

Drag and drop file here  
Limit 200MB per file • CSV