PROJECT TITLE:

Predict Customer Churn in a Telecom Company enabling the company to retain high-risk customer by identifying them early

CODE:

import pandas as pd

import numpy as np

from sklearn.metrics import confusion\_matrix, classification\_report

# Load dataset

data = pd.read\_csv(r"D:\gihub\Tele-customer.csv")

# Print all column names

print("Column Names in CSV File:")

print(list(data.columns))

# Automatically detect binary columns (having exactly 2 unique non-null values)

binary\_columns = [col for col in data.columns if data[col].nunique(dropna=True) == 2 and col != 'Churn']

# Print detected binary columns

print("\nAutomatically Detected Binary Columns:")

print(binary\_columns)

# Ensure 'Churn' is included for classification

if 'Churn' not in data.columns:

raise ValueError("'Churn' column not found in dataset!")

# Select binary columns + Churn, and drop missing values

data = data[binary\_columns + ['Churn']].dropna()

# Convert binary categorical columns to 0/1

for col in binary\_columns:

unique\_vals = sorted(data[col].unique())

data[col] = data[col].apply(lambda x: 1 if x == unique\_vals[-1] else 0)

# Encode 'Churn' target to 0/1

data['Churn'] = data['Churn'].apply(lambda x: 1 if x == 'Yes' else 0)

# Inputs and outputs

X = data[binary\_columns].values

y\_true = data['Churn'].values

# --- McCulloch-Pitts Neuron Implementation ---

def mp\_neuron(inputs, weights, threshold):

summation = np.dot(inputs, weights)

return 1 if summation >= threshold else 0

# Hardcoded weights and threshold (can be tuned manually)

weights = [1] \* len(binary\_columns) # Default: weight 1 for each feature

threshold = int(np.ceil(len(binary\_columns) / 1)) # Simple threshold: half of total inputs

# Predict using MP Neuron

predictions = [mp\_neuron(x, weights, threshold) for x in X]

# Evaluate accuracy

accuracy = np.mean(predictions == y\_true)

print(f"\nAccuracy of McCulloch-Pitts Neuron on Customer Churn Data: {accuracy \* 100:.2f}%")

# Show confusion matrix and classification report

print("\nConfusion Matrix:")

print(confusion\_matrix(y\_true, predictions))

print("\nClassification Report:")

print(classification\_report(y\_true, predictions))

OUTPUT:

Column Names in CSV File:

['customerID', 'gender', 'SeniorCitizen', 'Partner', 'Dependents', 'tenure', 'PhoneService', 'MultipleLines', 'InternetService', 'OnlineSecurity', 'OnlineBackup', 'DeviceProtection', 'TechSupport', 'StreamingTV', 'StreamingMovies', 'Contract', 'PaperlessBilling', 'PaymentMethod', 'MonthlyCharges', 'TotalCharges', 'Churn']

Automatically Detected Binary Columns:

['gender', 'SeniorCitizen', 'Partner', 'Dependents', 'PhoneService', 'PaperlessBilling']

Accuracy of McCulloch-Pitts Neuron on Customer Churn Data: 73.24%

Confusion Matrix:

[[5149 25]

[1860 9]]

Classification Report:

precision recall f1-score support

0 0.73 1.00 0.85 5174

1 0.26 0.00 0.01 1869

accuracy 0.73 7043

macro avg 0.50 0.50 0.43 7043

weighted avg 0.61 0.73 0.62 7043