



Modeling Telco Churn

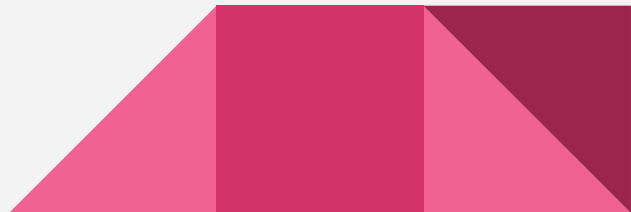
Tim Sotirhos

Goals & Objectives

Project Goals

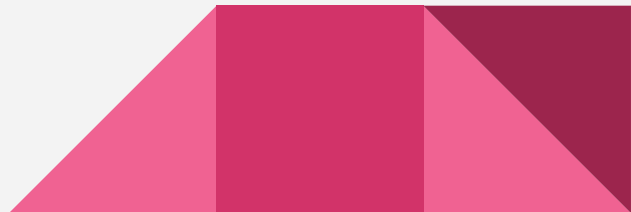
Model Overview

Model Performance



Project Goals

- Understand why customers are churning?
- Profile of a likely churner
- Create a Classification Model
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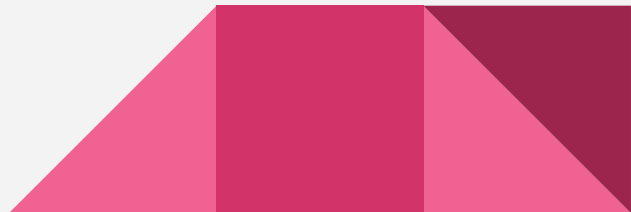
Model Overview

Model Pipeline:

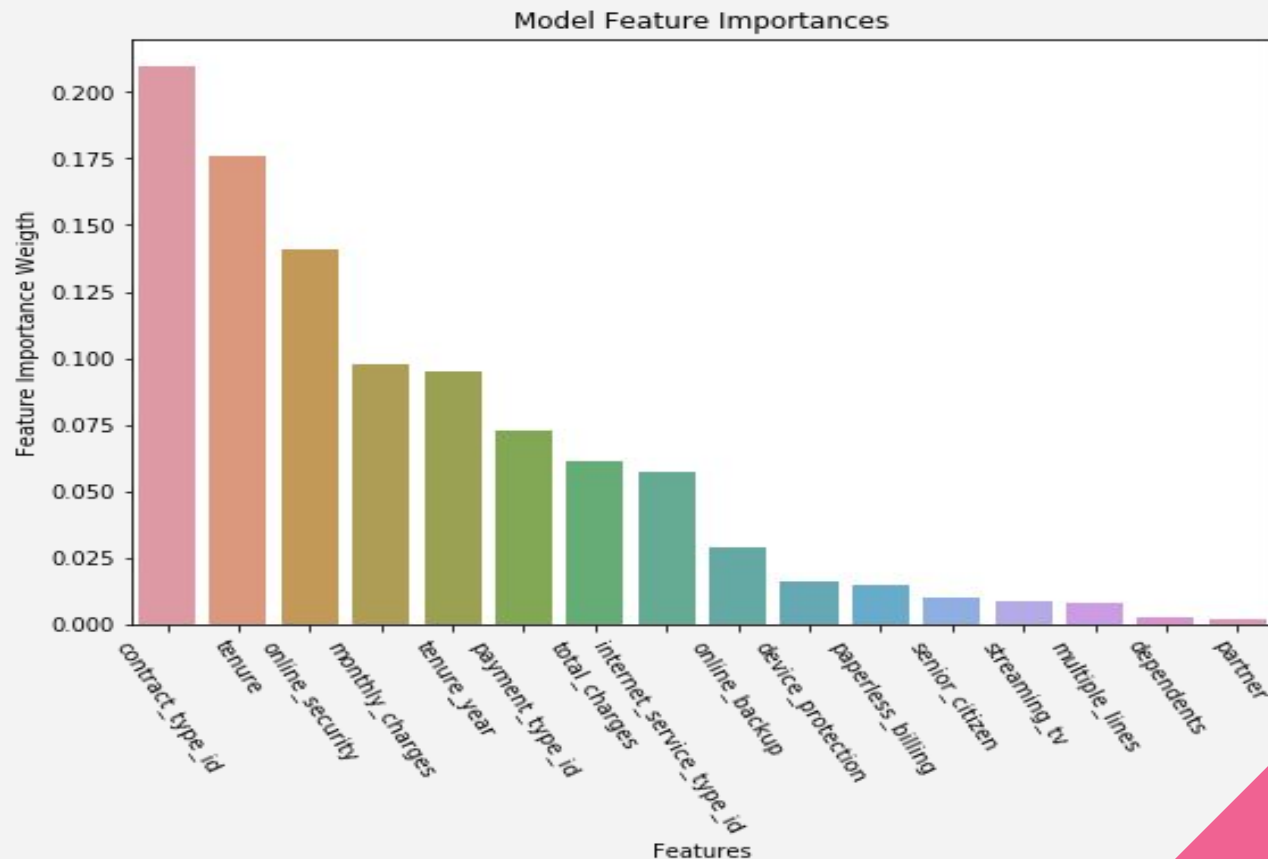
- Acquire, Prep, Explore, Model, Evaluate

Model Selection:

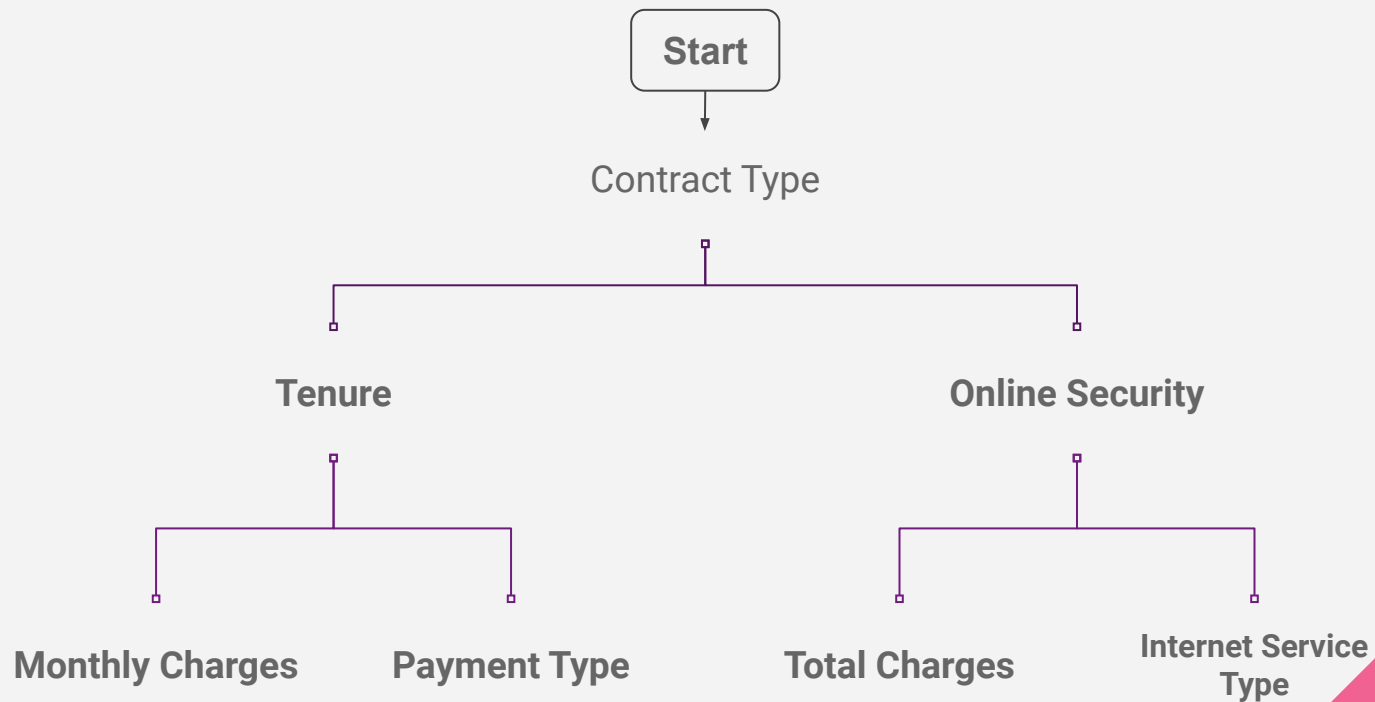
- Random Forest Parameters
 - Criterion: Entropy, Min Samples Leaf: 3, Max Depth: 5
 - Feature Importance



Feature Importance



Model Walkthrough



Conclusion

Model Performance:

	precision	recall	f1-score	support
0	0.82	0.92	0.87	1030
1	0.67	0.44	0.53	377
accuracy			0.79	1407
macro avg	0.74	0.68	0.70	1407
weighted avg	0.78	0.79	0.78	1407