

## Page 1: Executive Dashboard

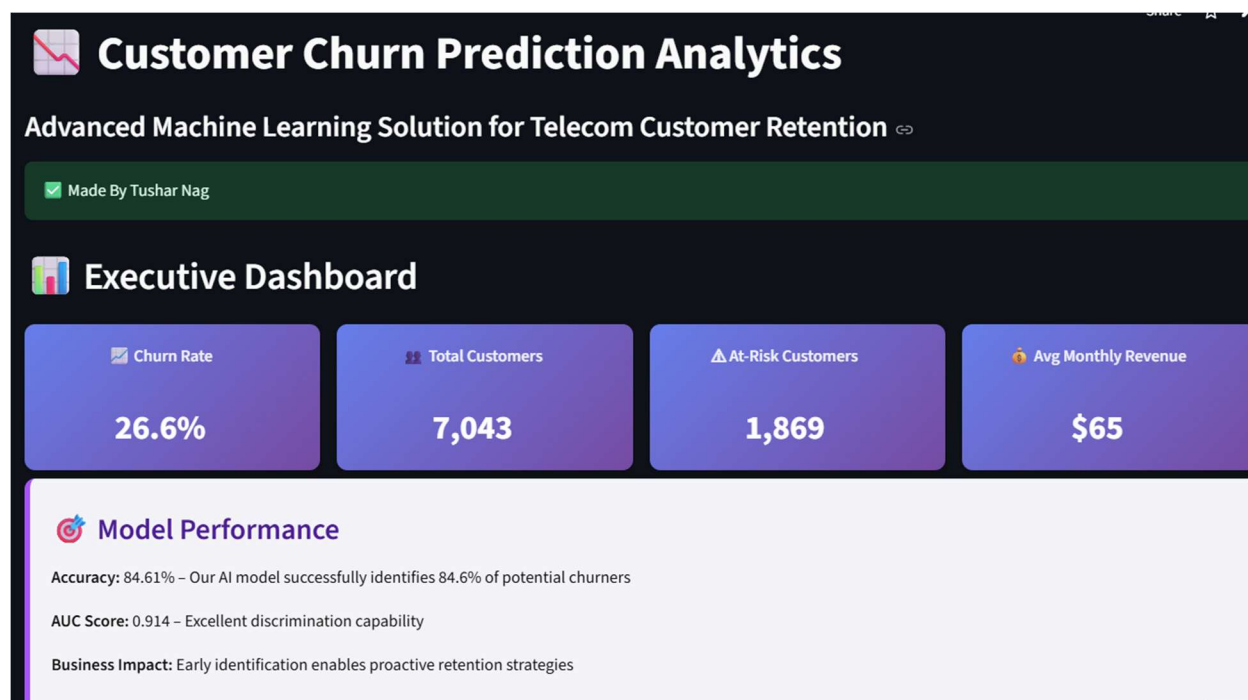


Fig. 1



Fig. 2

Page 2: Data Exploration

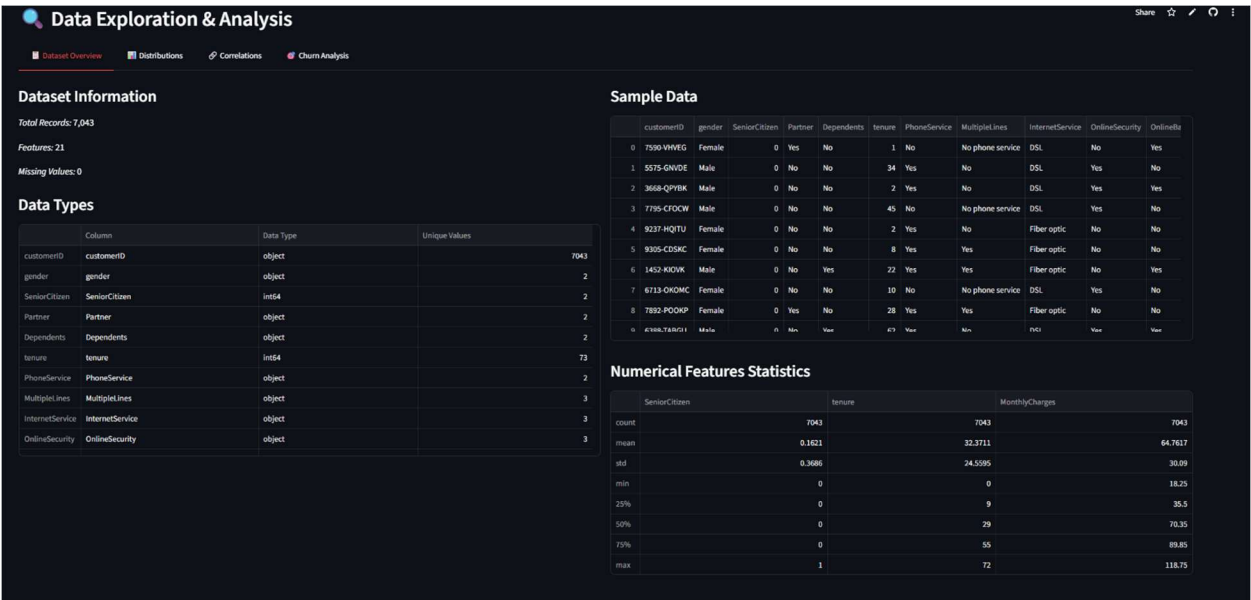


Fig. 3



Fig. 4



Fig. 5



Fig. 6

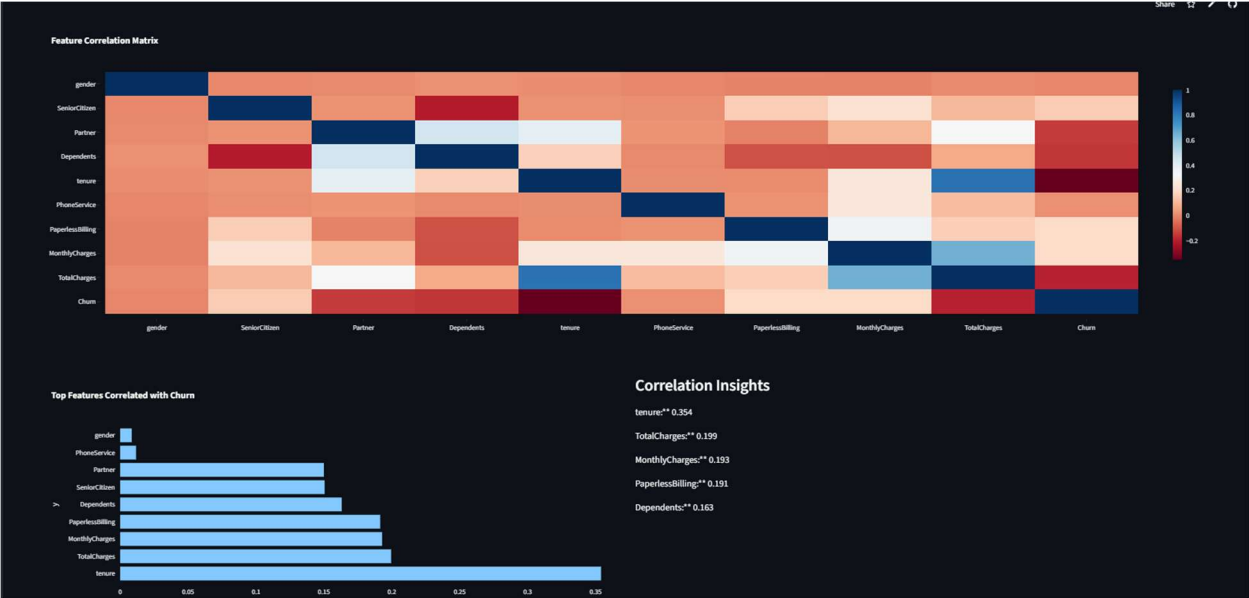


Fig. 7

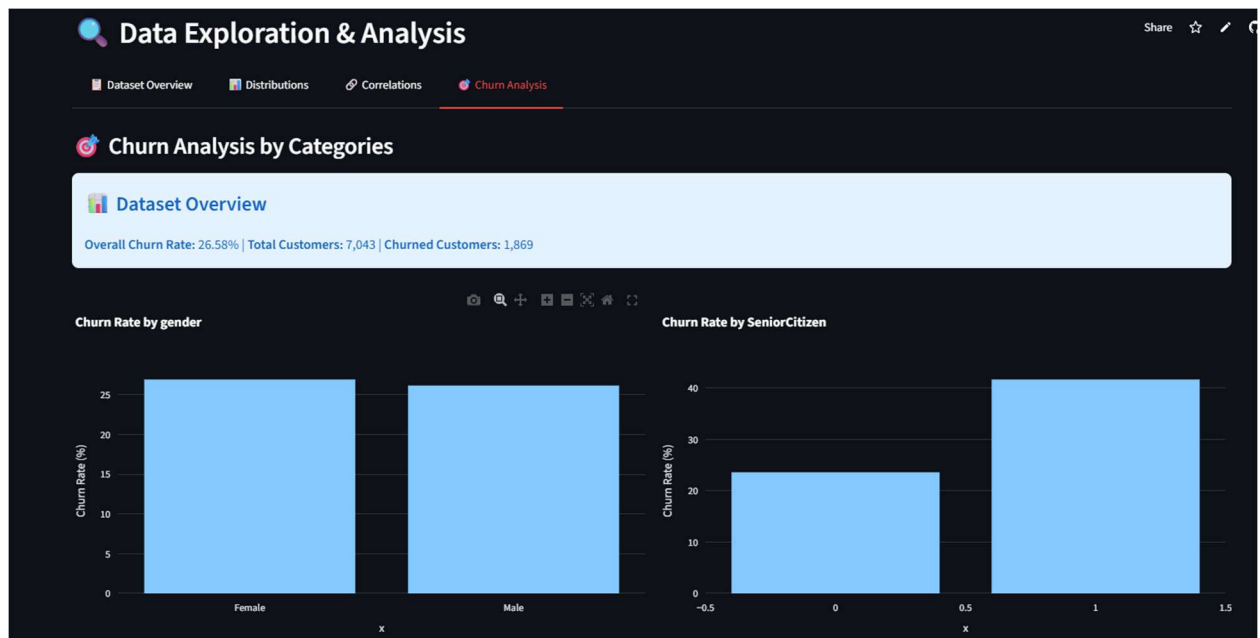


Fig. 8

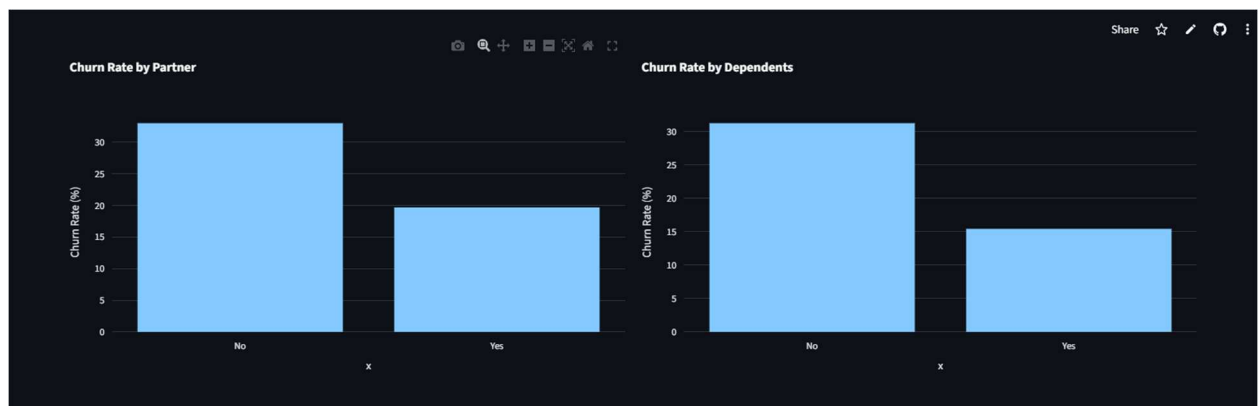


Fig. 9

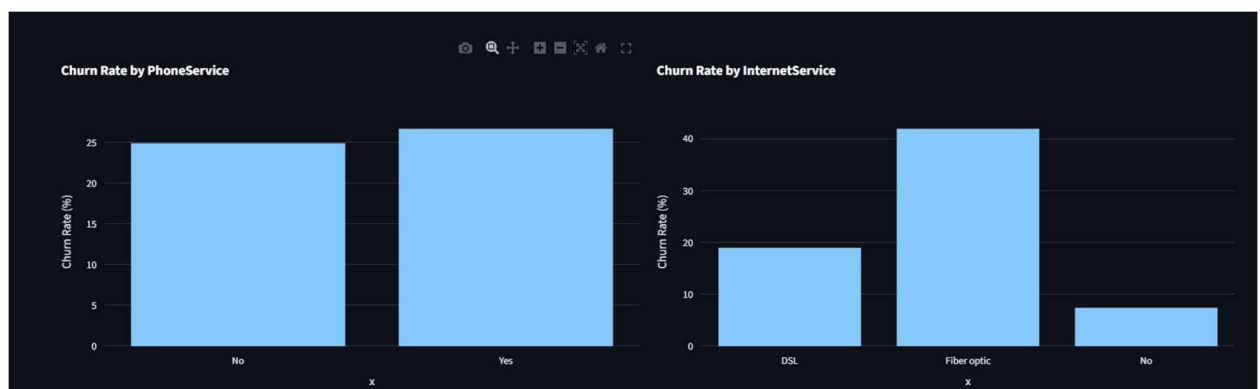


Fig. 10

Page 3: Model Performance

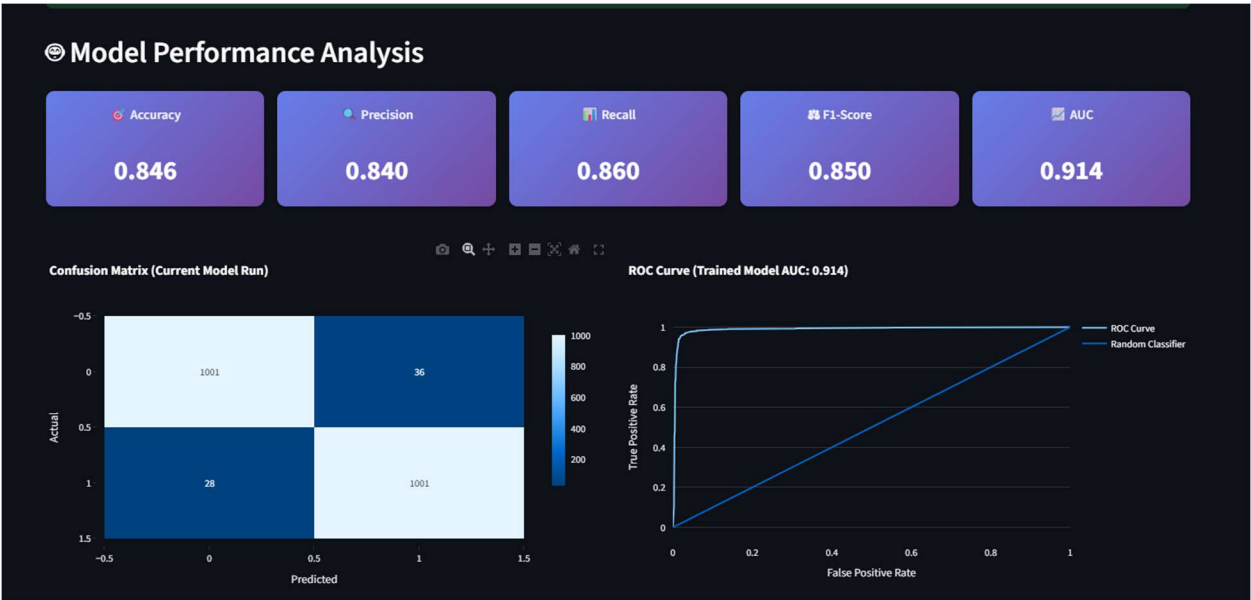


Fig. 11

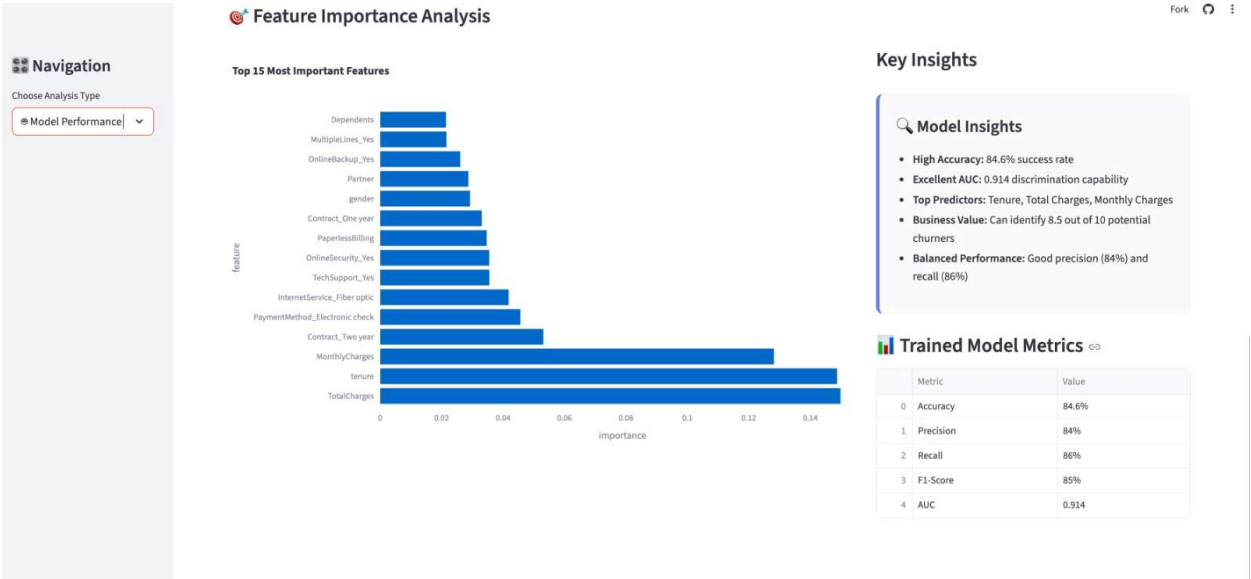




Fig. 12

## Page 4: Churn Prediction

 **Customer Churn Prediction**

Share ☆

Predict individual customer churn probability


 **Demographics**

Gender  
Male

Senior Citizen  
No

Partner  
No

Dependents  
No

 **Services**

Phone Service  
No

Multiple Lines  
No

Internet Service  
DSL

Online Security  
No


Online Backup  
No

Device Protection  
No

Tech Support  
No

Streaming TV  
No

Streaming Movies  
No

 **Account Info**

Contract  
Month-to-month

Paperless Billing  
No

Payment Method  
Electronic check

Tenure (months)  
12

Monthly Charges (\$)  
65.00

Total Charges (\$)  
1500.00

Predict Churn Probability

Fig. 13

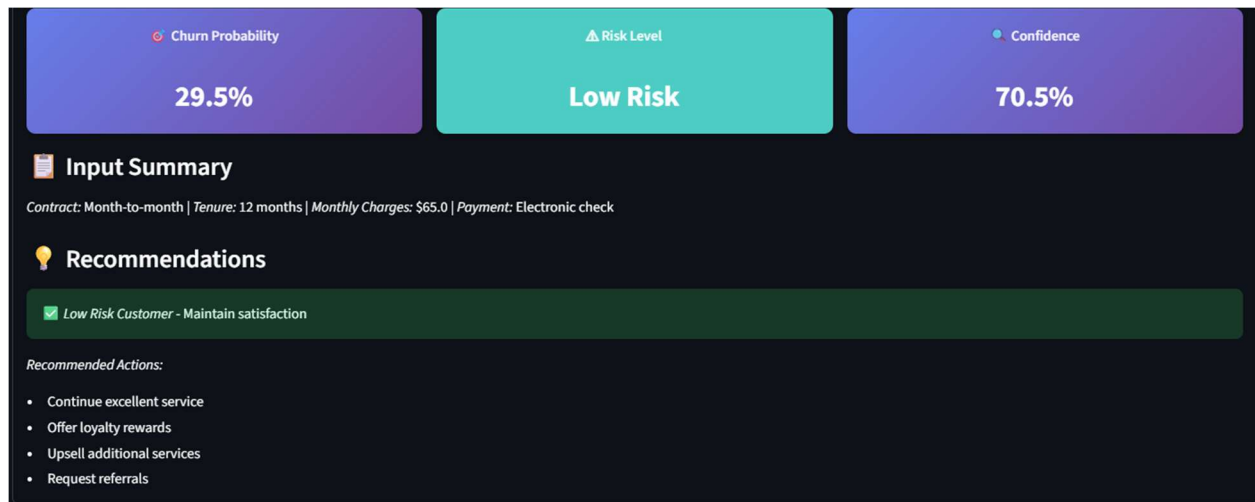


Fig. 14

Page 5: Buisness Insights

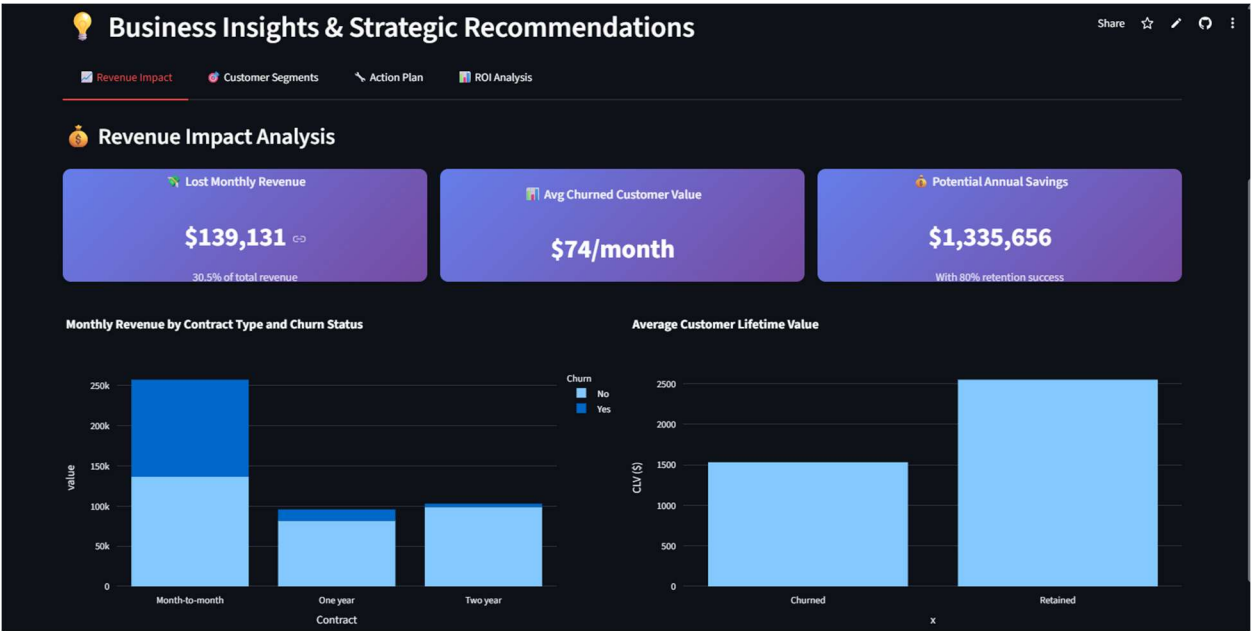


Fig. 15

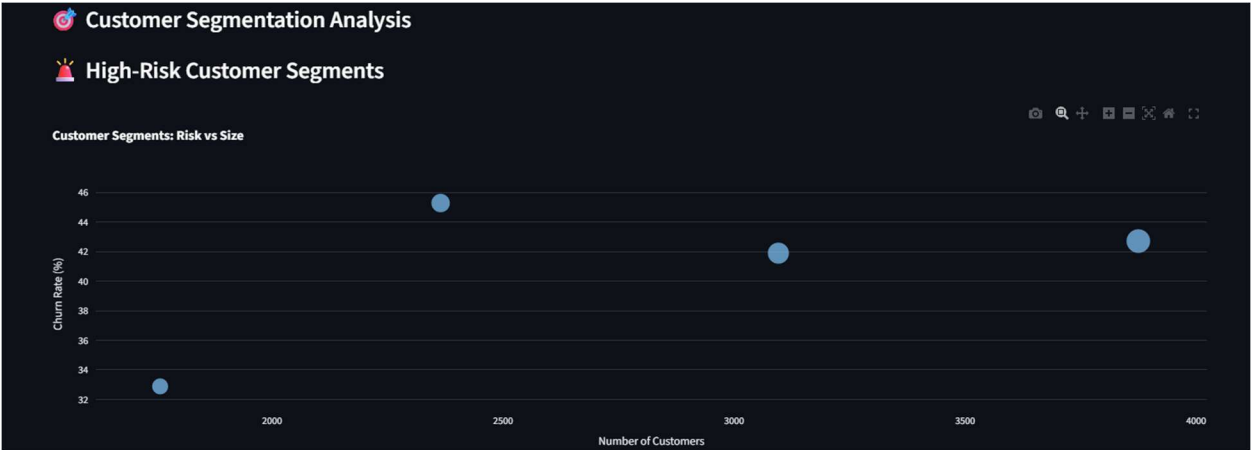


Fig. 16

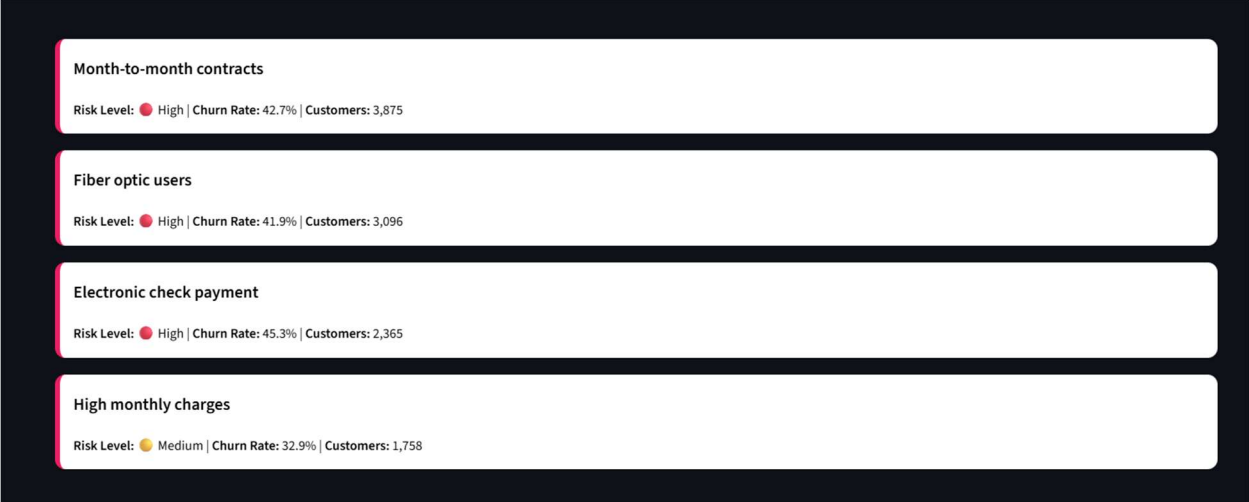


Fig. 17

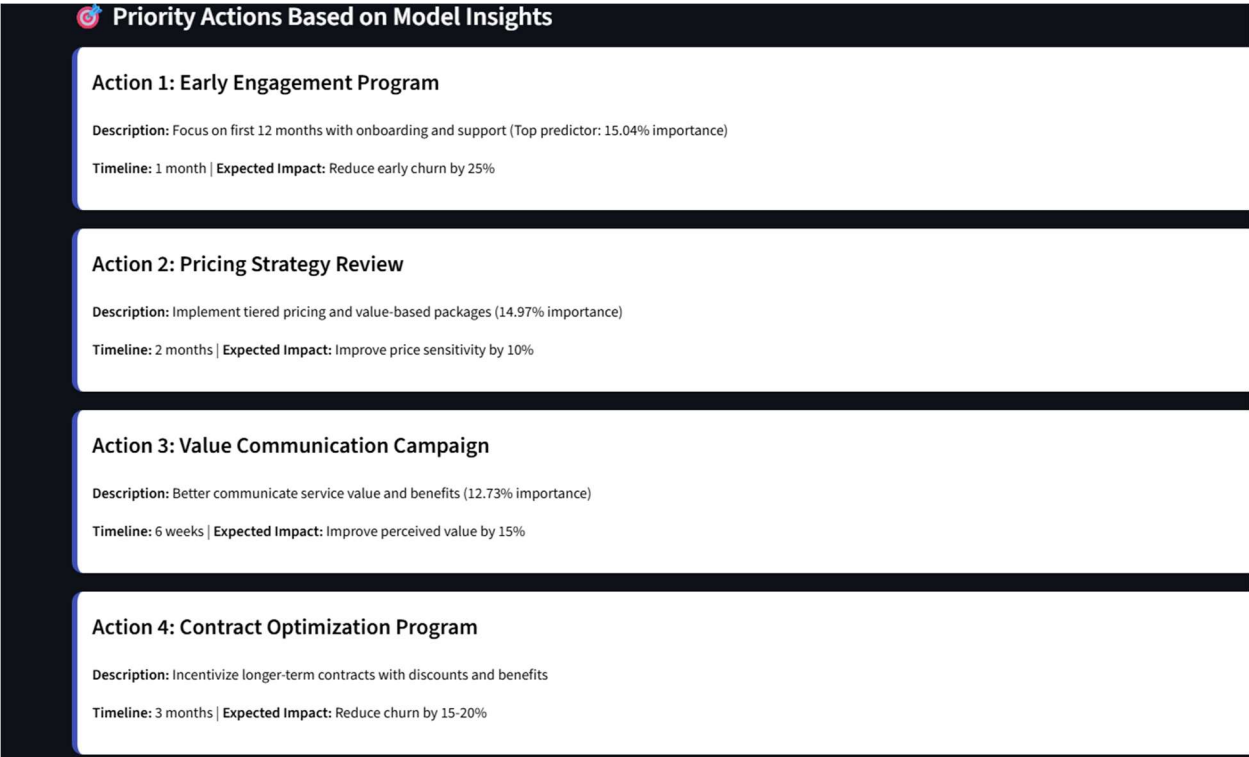


Fig. 18



Fig. 19



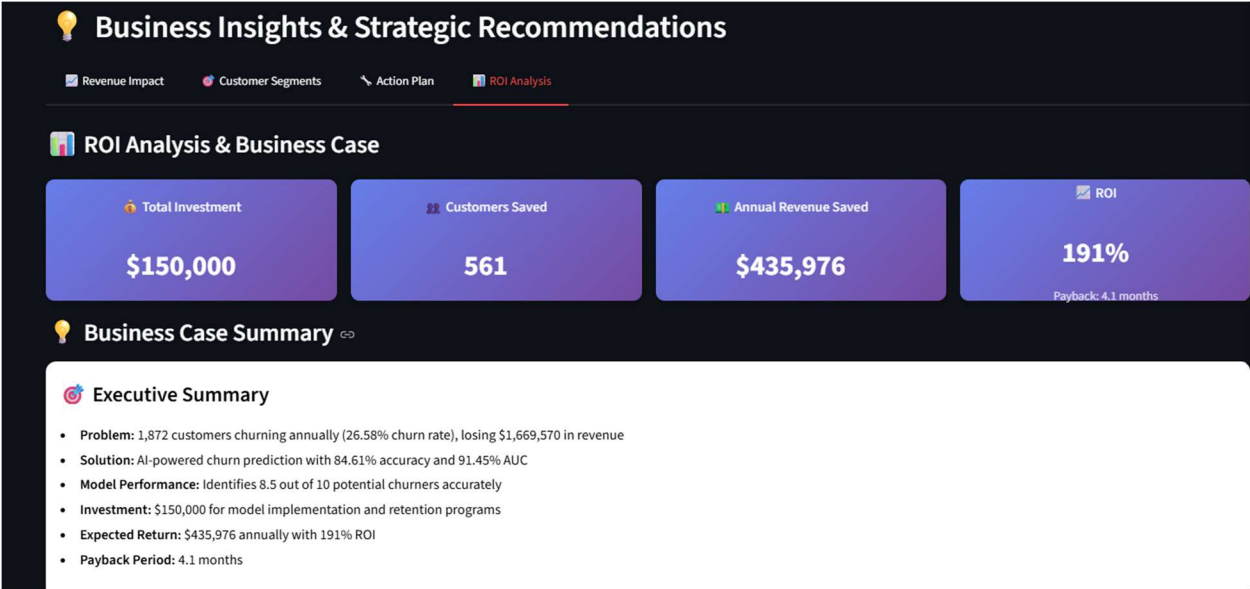


Fig. 20

**⚠ Risk Assessment**

	Risk Factor	Level	Description
0	Model Accuracy	Medium	Model may not predict all churners accurately
1	Implementation Complexity	Low	Standard ML deployment with existing infrastructure
2	Customer Response	Medium	Retention campaigns may not be effective for all segments
3	Market Changes	Low	Telecom market relatively stable

Fig. 21