

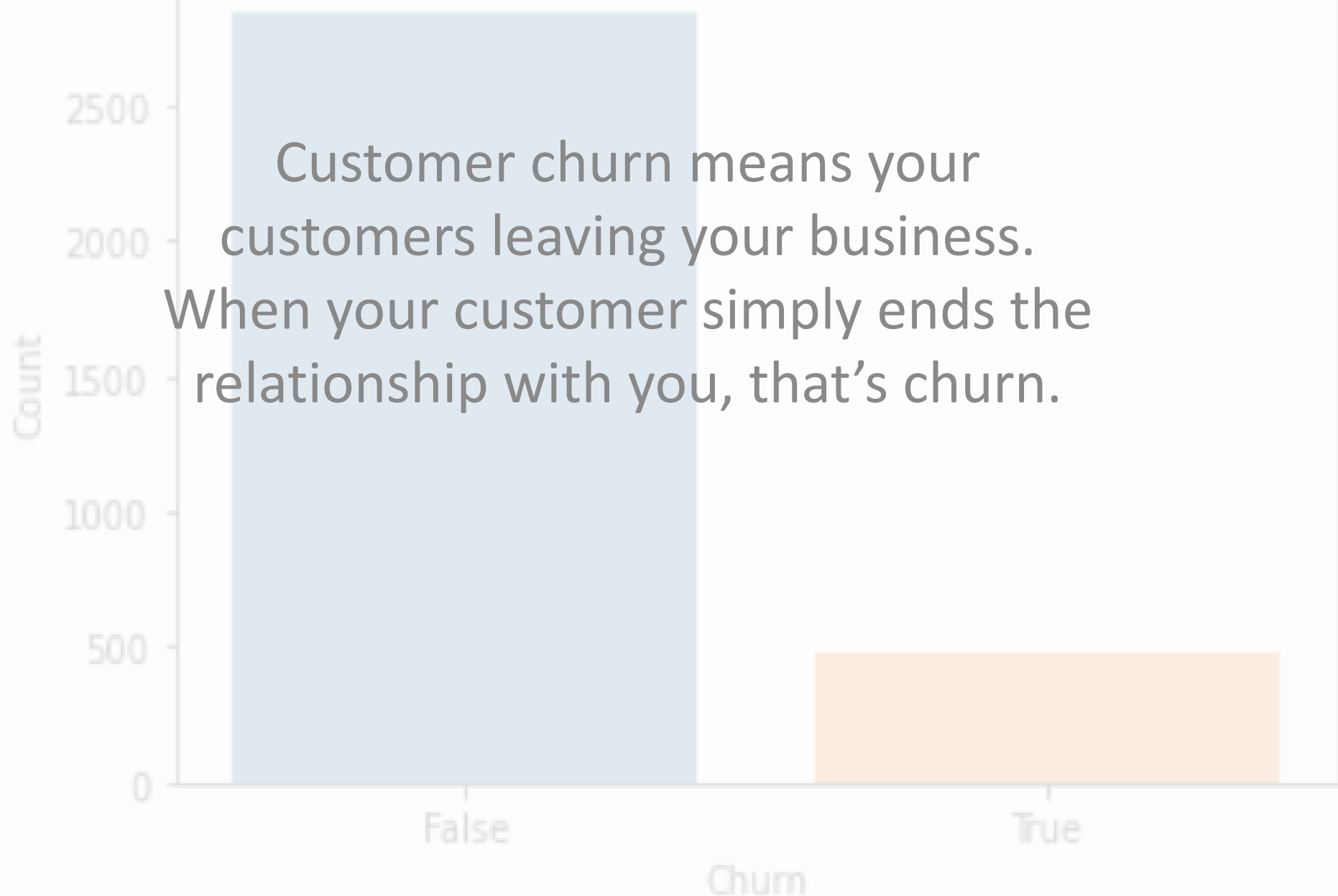


STOPPING CUSTOMER CHURN BEFORE IT HAPPENS

*What I Learned from Telecom
Customer Data*

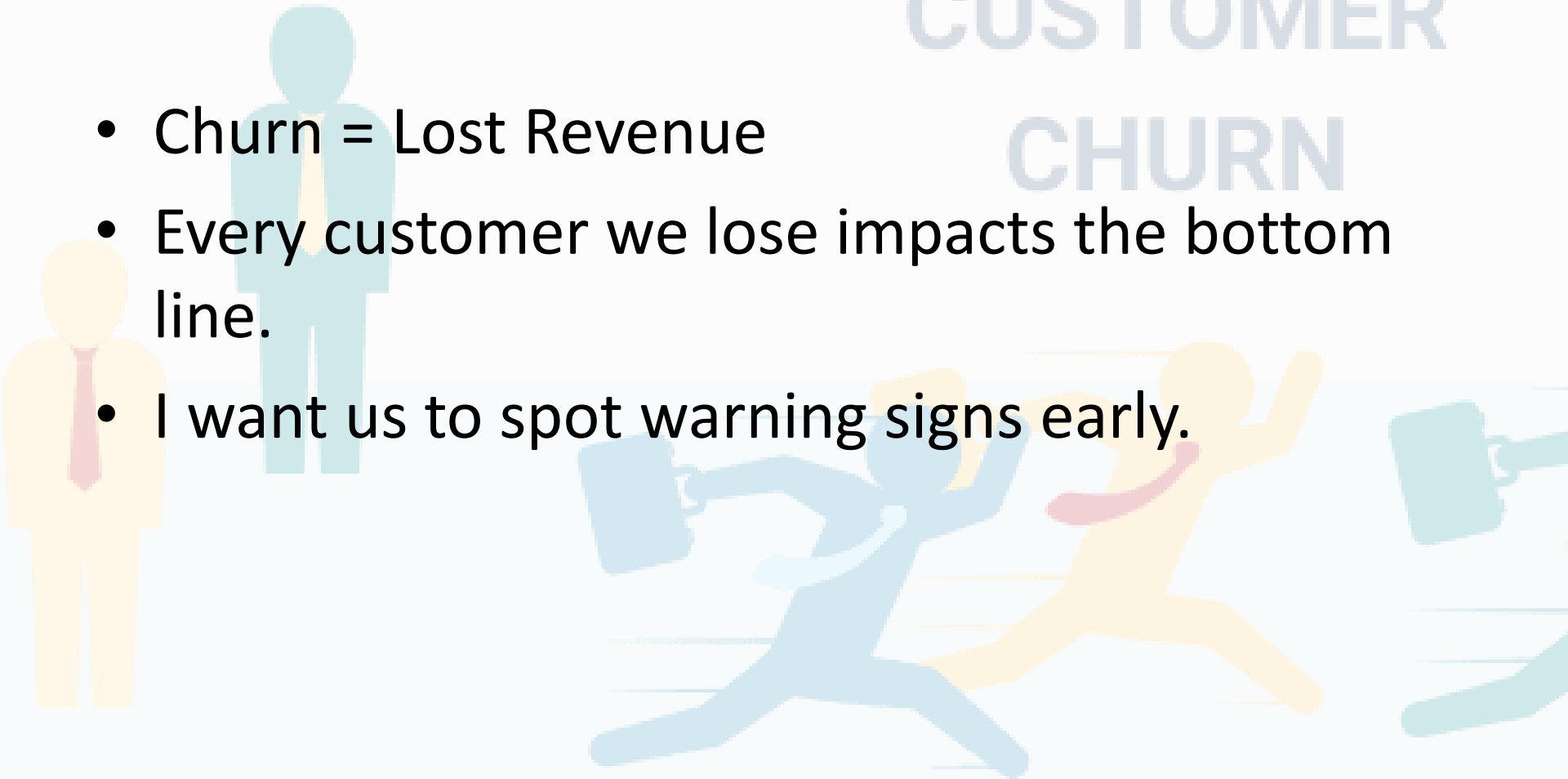
Presented by: [Karinge Yvonne Wambui]

What is the customer churn rate?



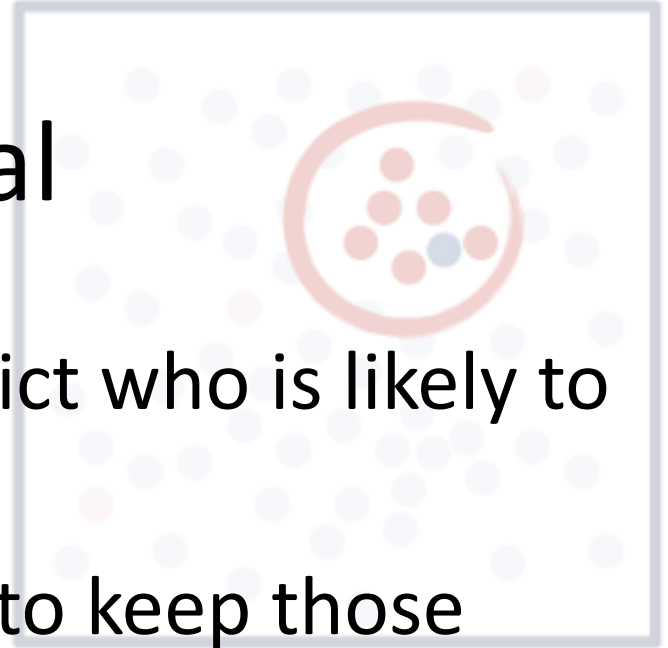
Why This Matters

- Churn = Lost Revenue
- Every customer we lose impacts the bottom line.
- I want us to spot warning signs early.



Our Goal

- Use customer data to predict who is likely to leave.
- Help our teams act earlier to keep those customers.



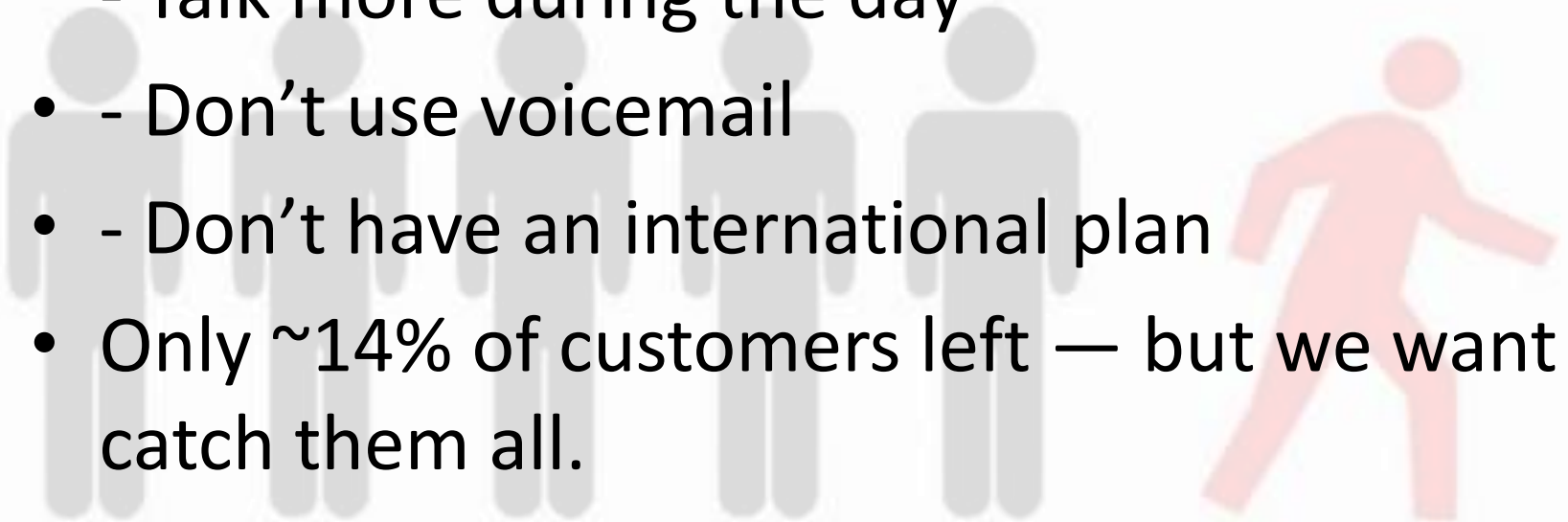
How I Did It

- Analyzed data from 3,333 customers.
- Looked at call time, plans, and charges.
- Used tools to build prediction models.



What I Found

- Churned customers often:
 - - Talk more during the day
 - - Don't use voicemail
 - - Don't have an international plan
- Only ~14% of customers left — but we want to catch them all.

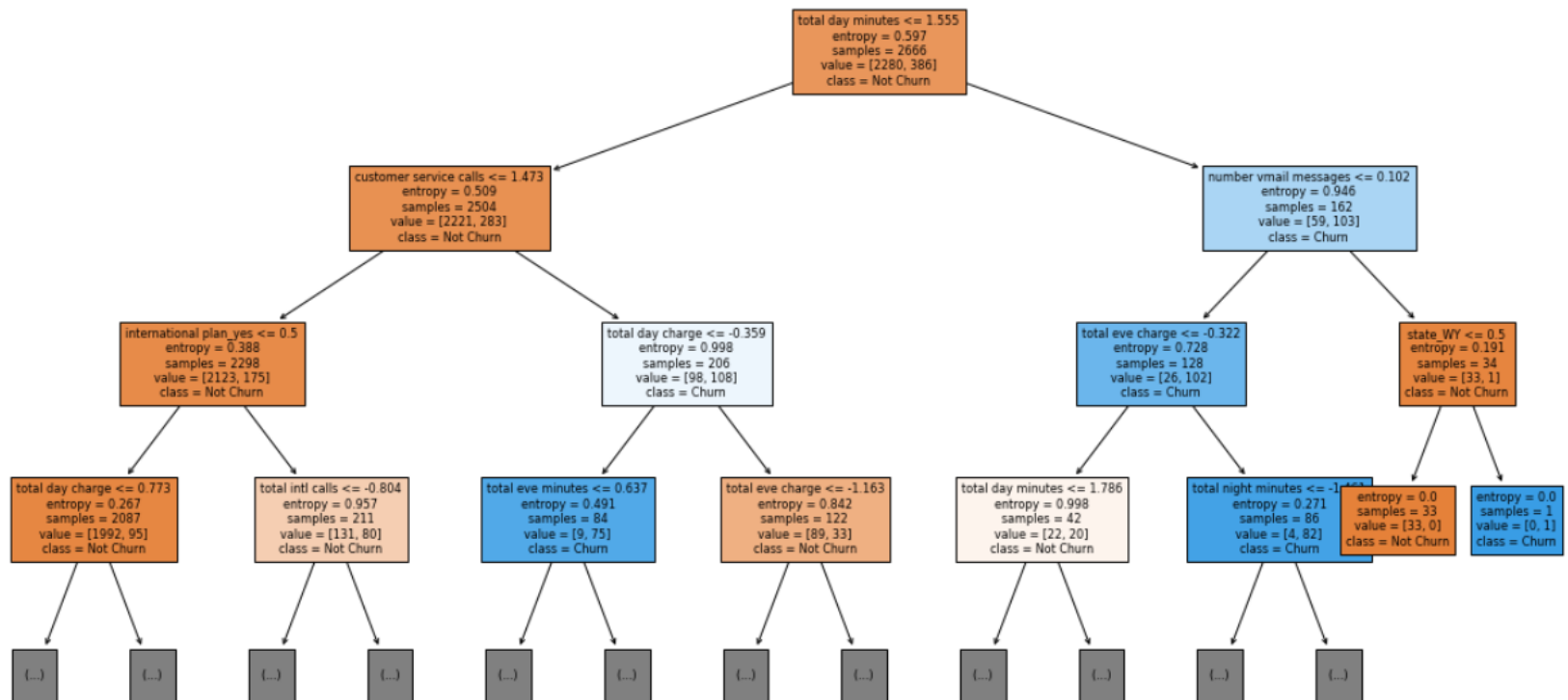


How Accurate Is It?

- I tested two prediction models:
- Logistic Regression Model: Good — Fast, reliable baseline
- Decision Tree Model: Better — Finds deeper patterns.
- ✓ Tree model is better at catching likely churners.

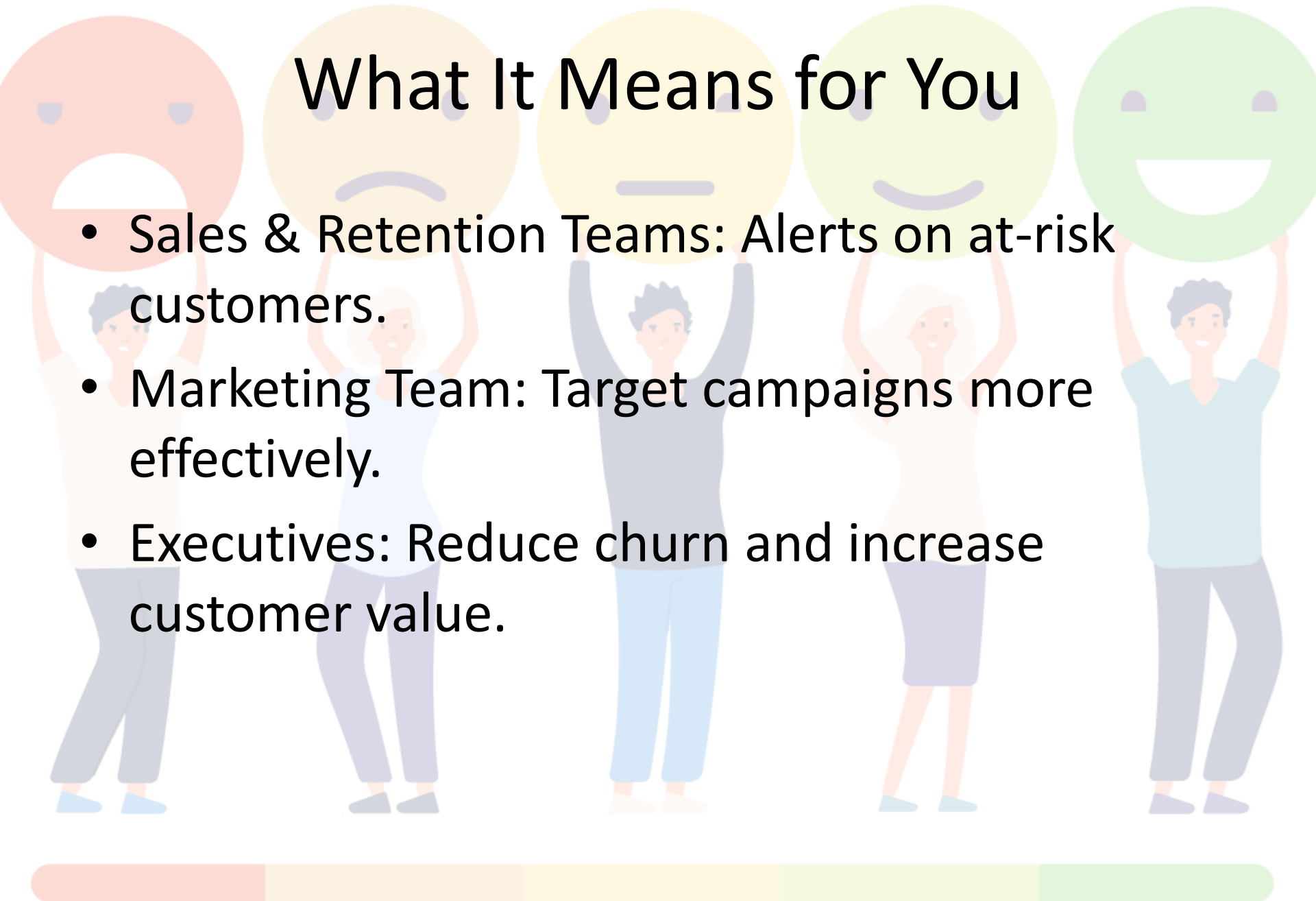
Decision Tree Model

Decision Tree Visualization (Top 3 Levels)



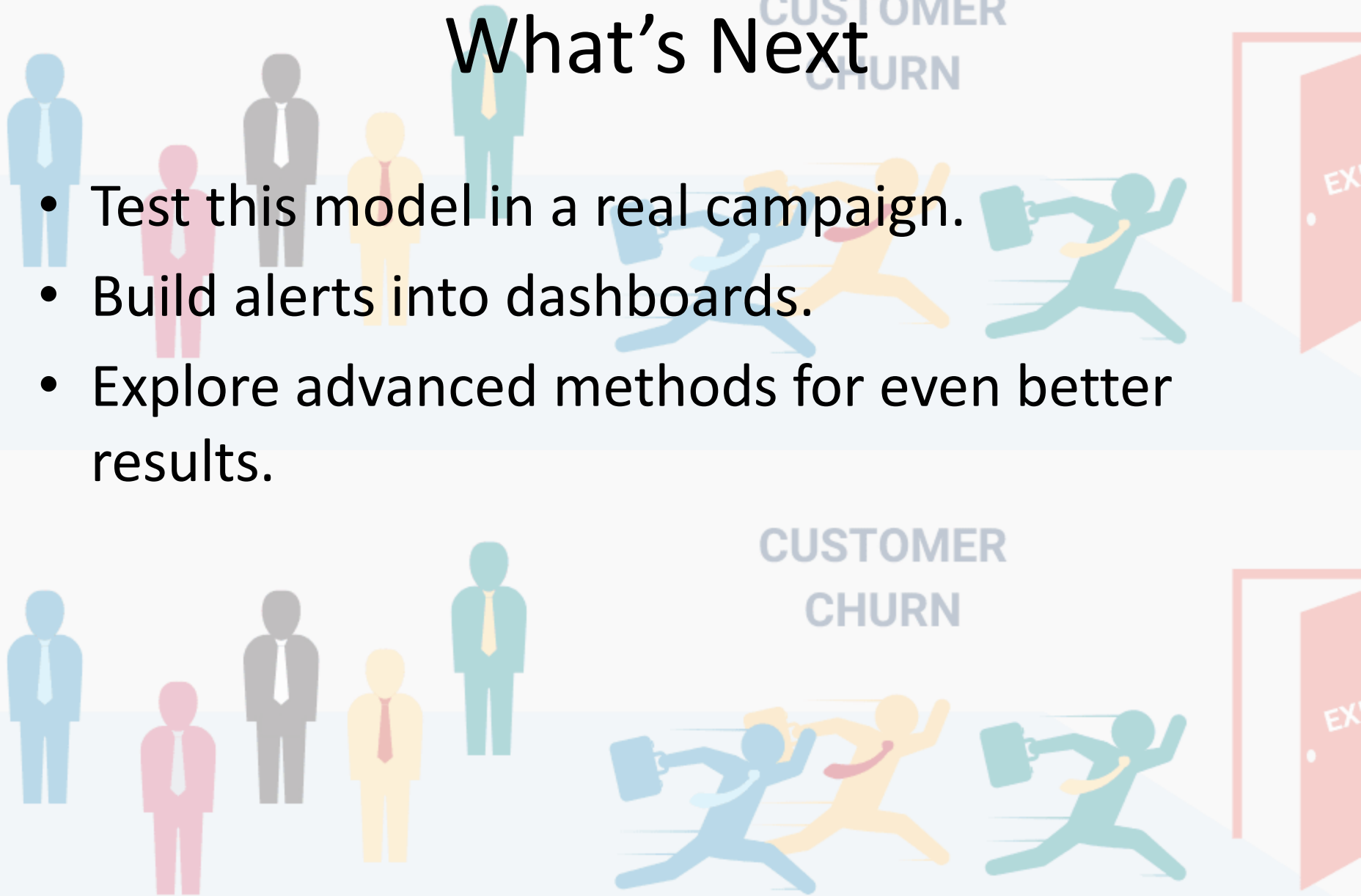
What It Means for You

- Sales & Retention Teams: Alerts on at-risk customers.
- Marketing Team: Target campaigns more effectively.
- Executives: Reduce churn and increase customer value.



What's Next

- Test this model in a real campaign.
- Build alerts into dashboards.
- Explore advanced methods for even better results.



Thank You

- Excited to take this further!
- Let's talk about how we can put this into action.
- ? Questions?
- Thanks for your time.