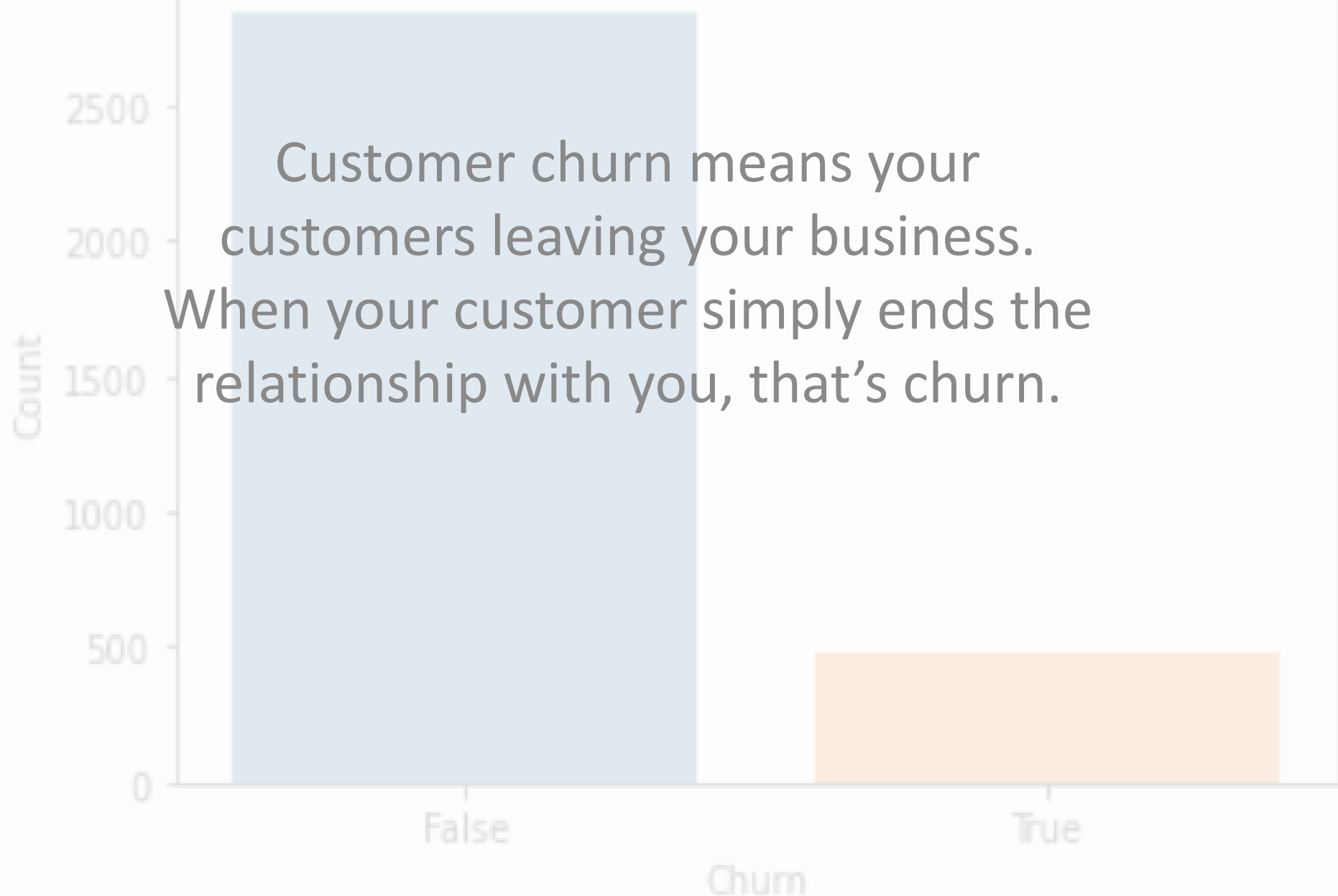# STOPPING CUSTOMER CHURN BEFORE IT HAPPENS

What I Learned from Telecom Customer Data

Presented by: [Karinge Yvonne Wambui]

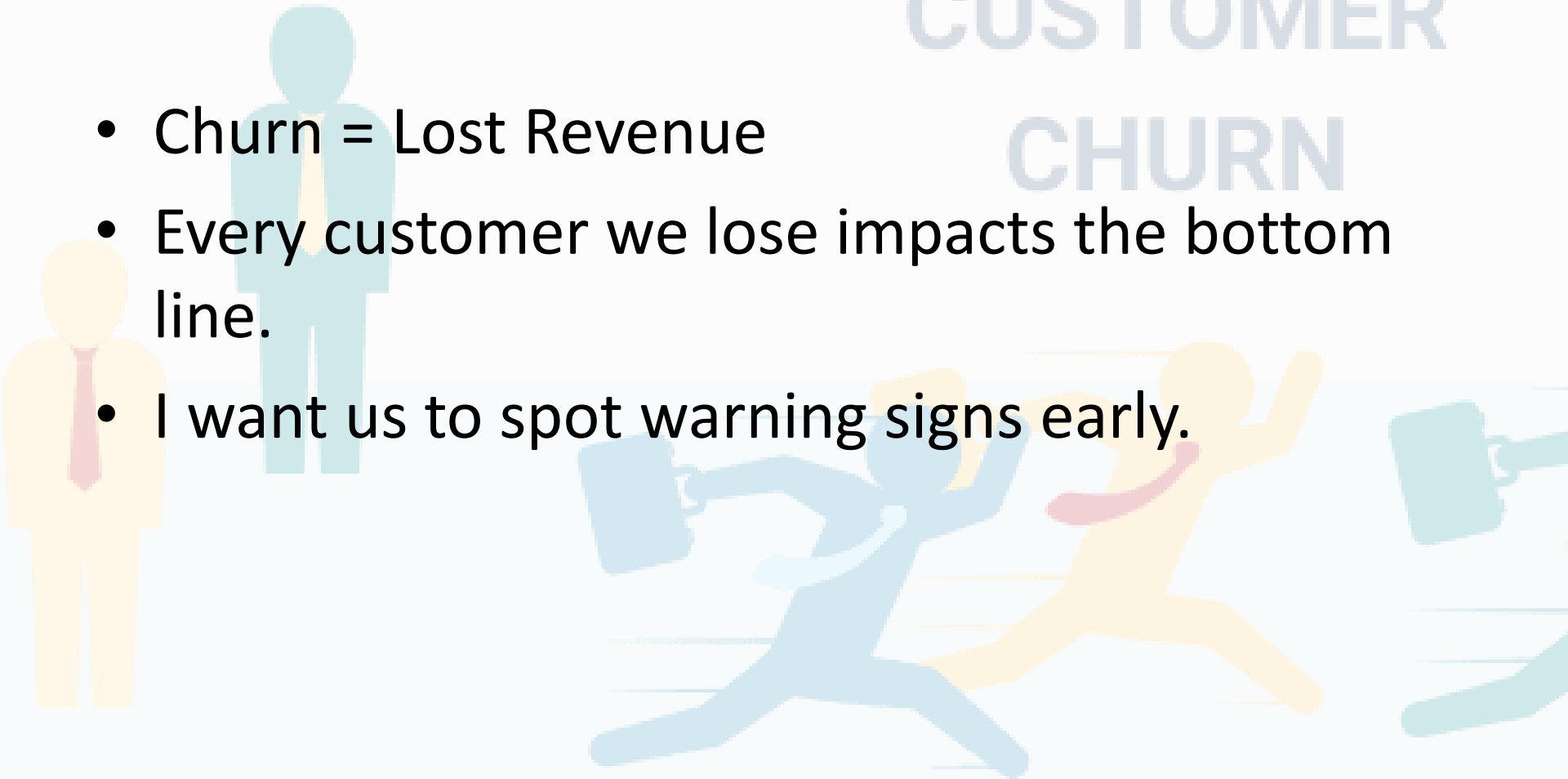# What is the customer churn rate?

Customer churn means your customers leaving your business. When your customer simply ends the relationship with you, that's churn.
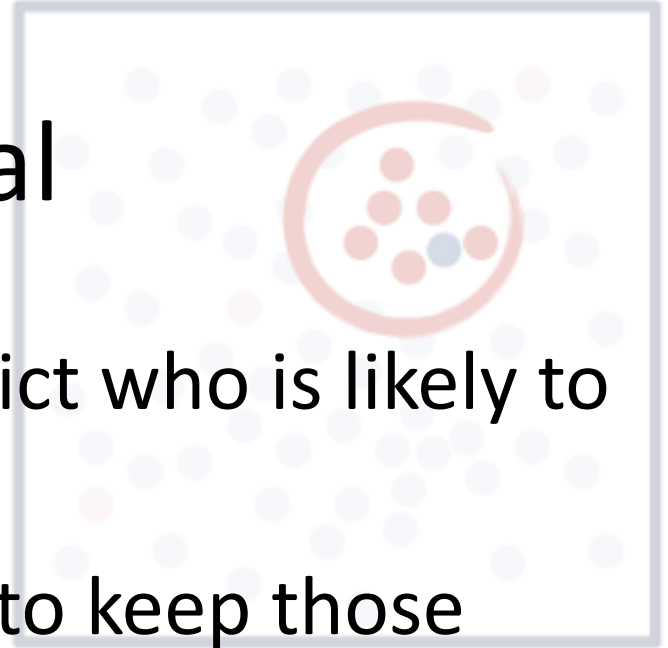
Why This Matters

- 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.
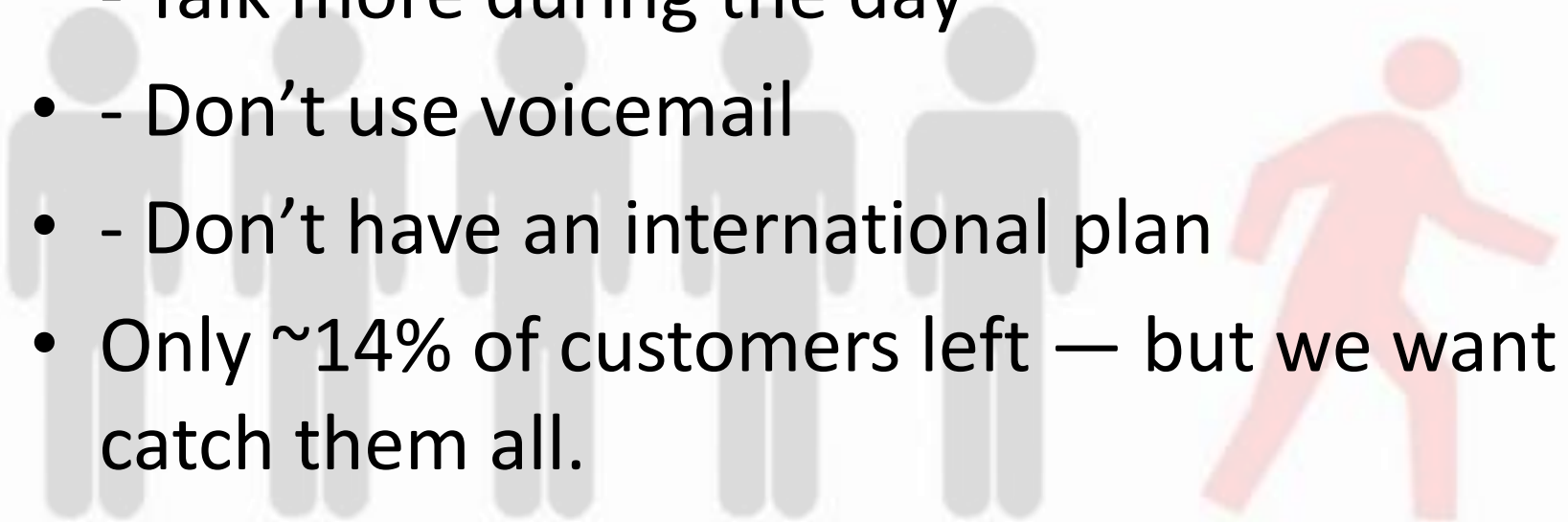- Help our teams act earlier to keep those customers.

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
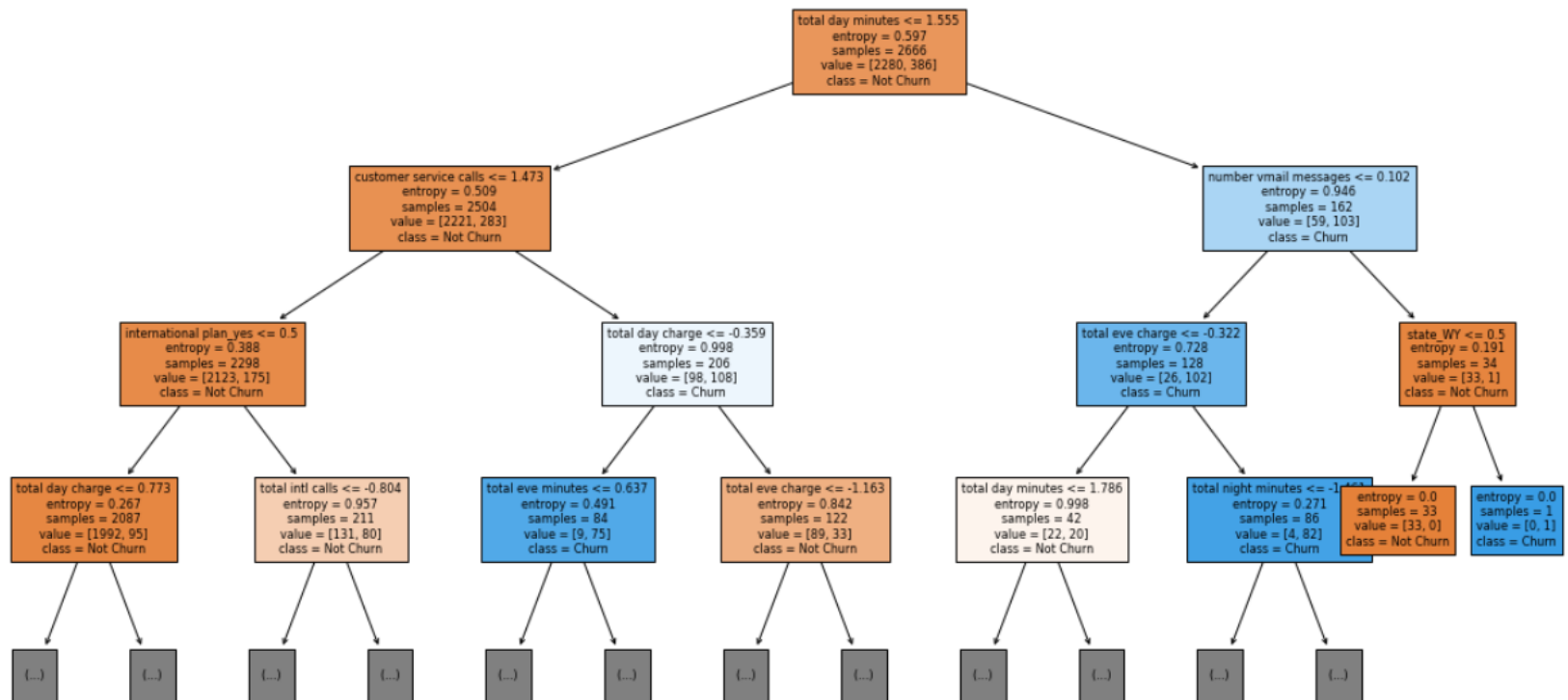- Only ~14% of customers left — but we want to catch them all.

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.
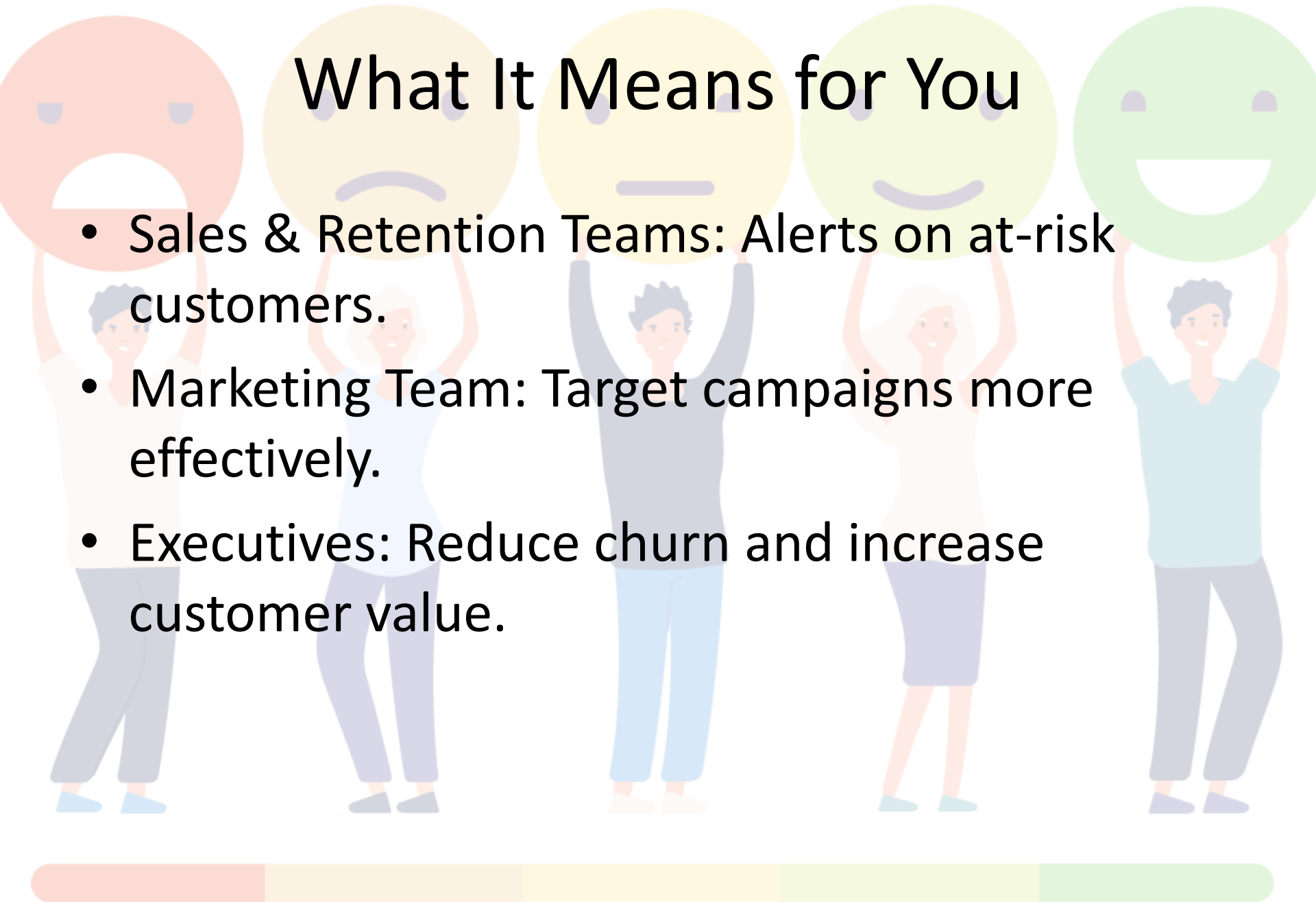
Decision Tree Model

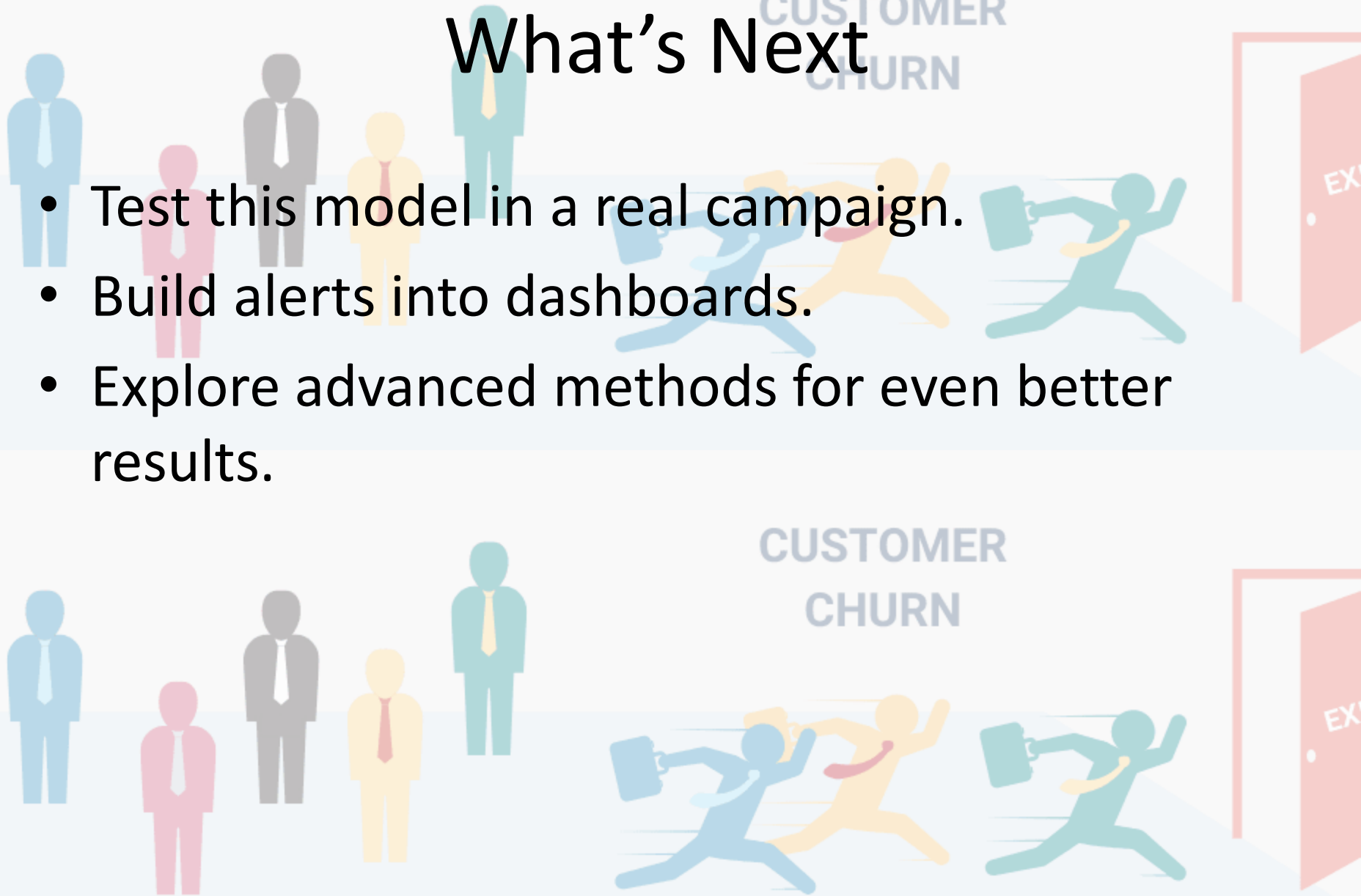Decision Tree Visualization (Top 3 Levels)

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.