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**December 3, 2025**

**TO:  
THE CHAIRPERSON,  
STRATHMORE UNIVERSITY ETHICS REVIEW COMMITTEE (SU-ERC),  
P.O BOX 59857-00200,  
NAIROBI, KENYA.**

**RE: FORMAL SUBMISSION OF STUDY PROTOCOL FOR ETHICAL REVIEW**

**Dear Members of the Ethics Review Committee,**

I am pleased to formally submit for your review and approval the study protocol entitled **“Predicting Customer Churn in the Telecommunications Industry Using Machine Learning Techniques.”**

This research is proposed to be undertaken under the Strathmore Institute of Mathematical Sciences (SIMS) as part of the requirements for the Master of Science in Data Science and Analytics program.

This study aims to develop and evaluate a data-driven machine learning framework for predicting customer churn within the telecommunications sector using secondary datasets. The proposed work seeks to enhance proactive retention strategies, improve business decision-making, and support sustainable digital engagement.

In support of this ethical review application, please find the following documents enclosed:

1. **Full study protocol:** Includes the complete background, objectives, literature review, methodology, and data handling procedures, all approved and signed by the supervisor.
2. **Protocol summary:** The abstract of the proposal.
3. **Study budget:** A detailed financial breakdown outlining all estimated project costs.
4. **Plagiarism Report:** Proof of originality for the submitted protocol.

I confirm that this proposal has been thoroughly reviewed and endorsed by my supervisor. I also affirm that this research will be conducted in strict adherence to the Strathmore University Research Ethics Guidelines and other applicable national and international standards governing data privacy.

Thank you for your time and consideration of this application. Should the Committee require any additional information, clarification, or supporting materials during the review process, please do not hesitate to contact me.

Yours sincerely,



ADELINE MAKOKHA