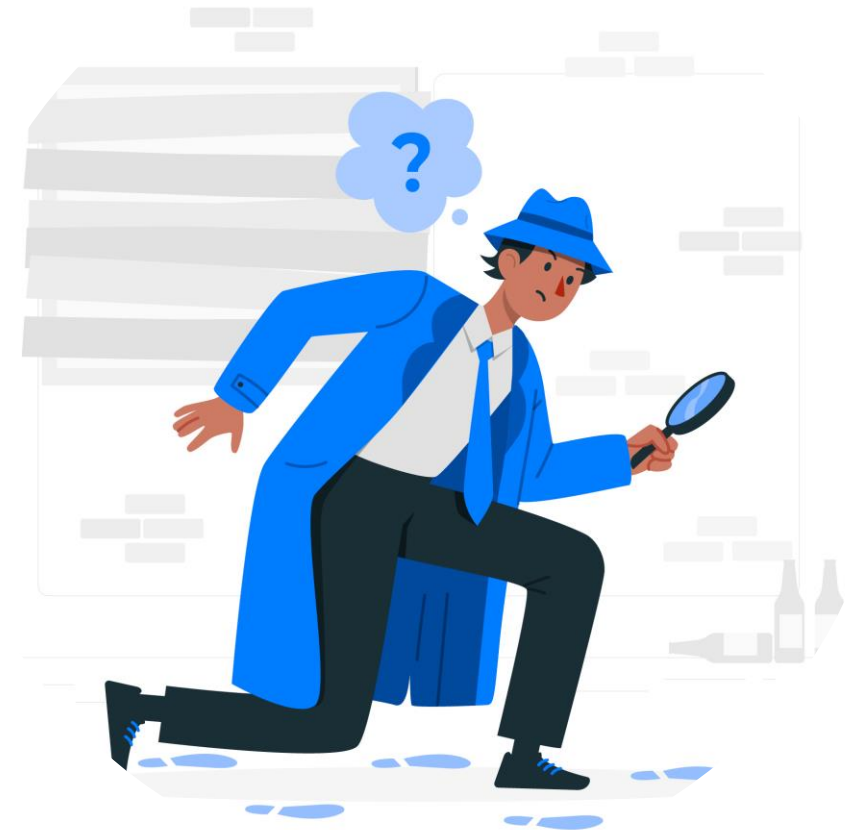


# Customer Churn Analysis

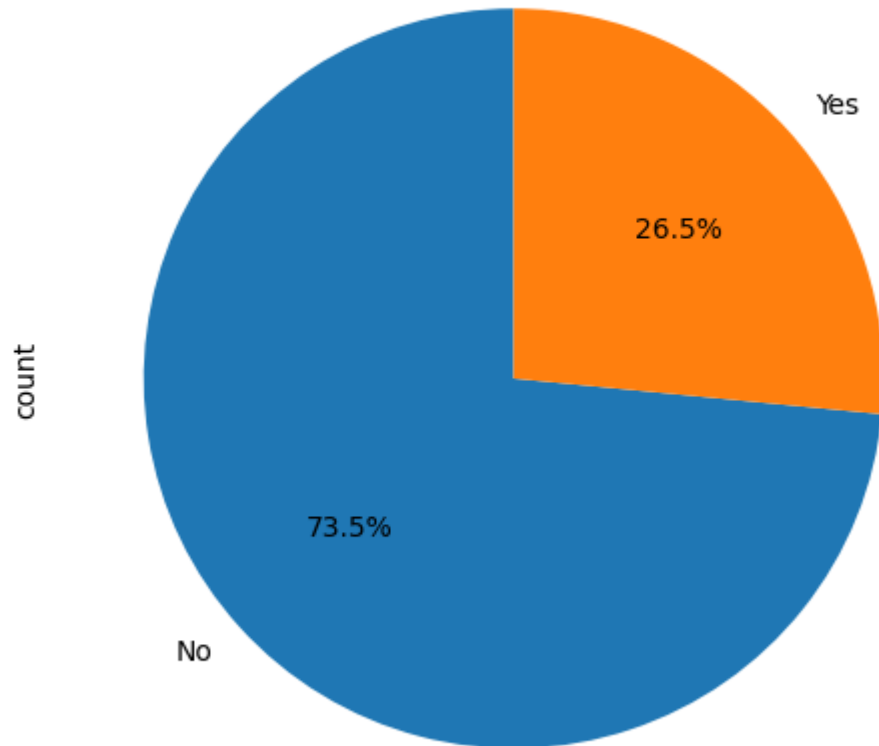
# Introduction

In this project we aim to identify factors driving customer churn and develop machine learning models to predict churn, allowing for proactive retention measures.

# Hidden Insights

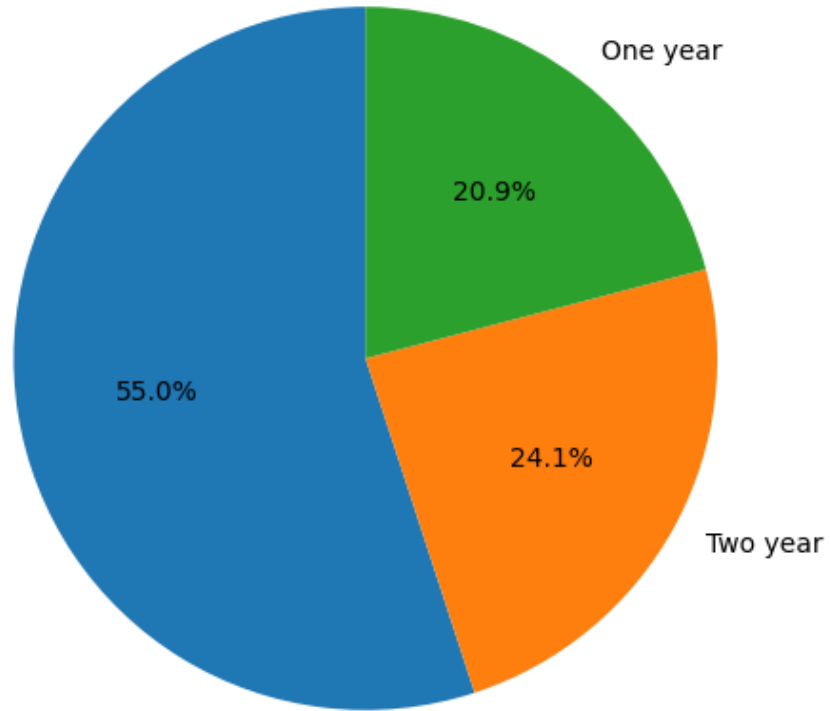


Churn Label Distribution



- 26.5% of customers have stopped using the service
- **WHY..?**

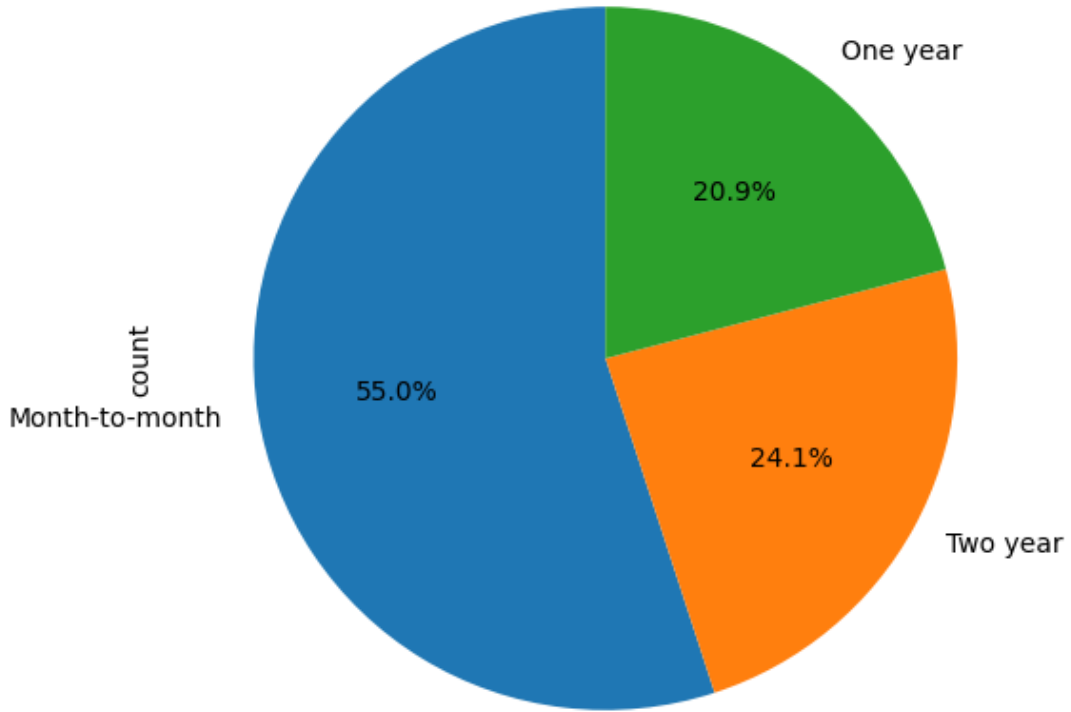
Contract Distribution



## **55% Month-to-Month Contracts:**

- Increased customer churn potential
- Higher susceptibility to competitive offers

Contract Distribution



**Q: How can we motivate the customer to upgrade their contract?**

- better services..?
- better offers..?
- better customer support..?
- or something else..?

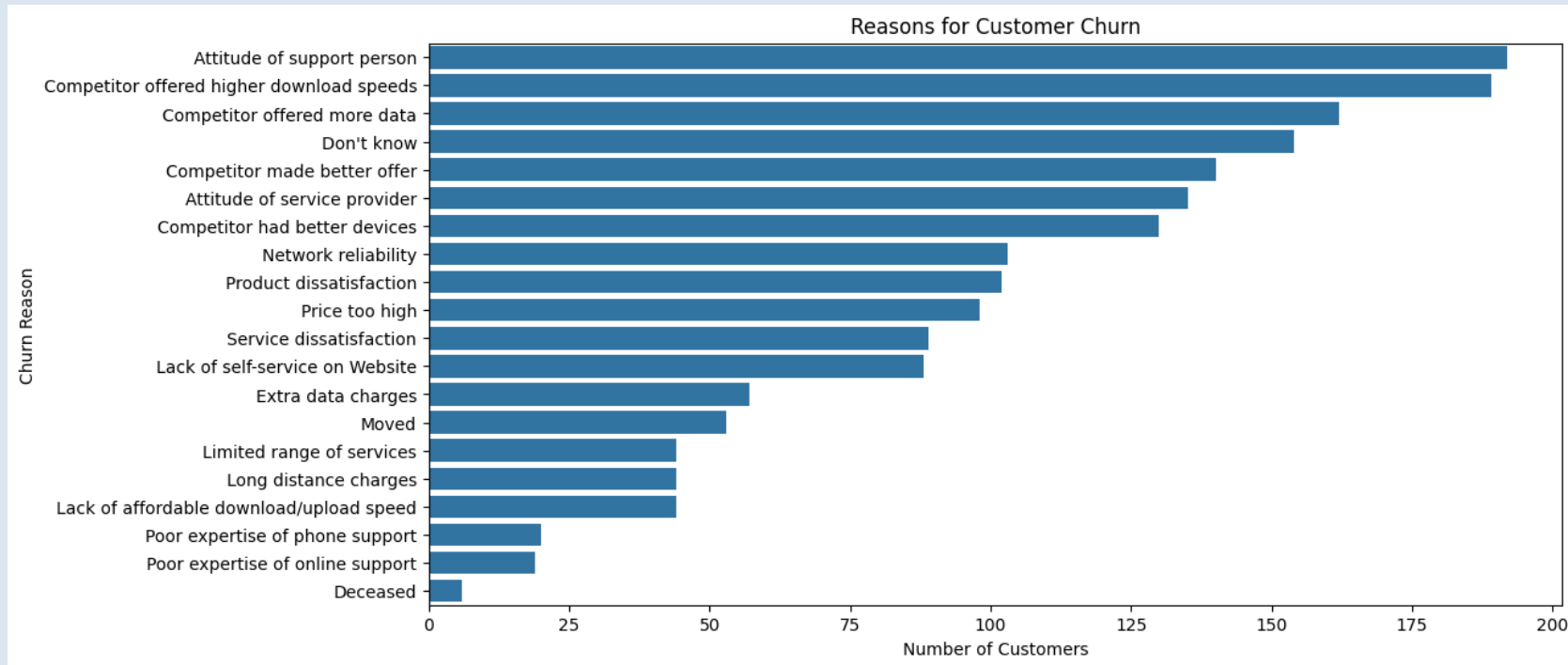


## Top 7 Churn Reasons:

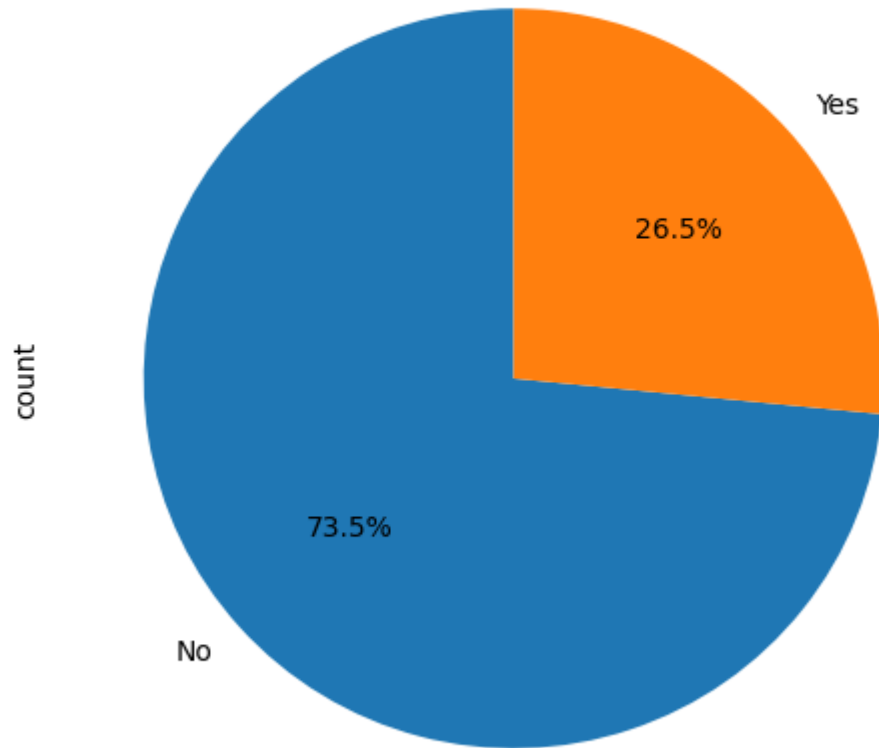
- Support Quality Issues
- Lack of Attractive Offers

## Strategy:

- Enhance customer support experience
- Develop compelling value propositions



Churn Label Distribution



- 26.5% of customers have stopped using the service
- **WHY..?**



# Model Performance



```
model_2 = LogisticRegression()  
model_2.fit(x_train, y_train)  
pred_2 = model_2.predict(x_test)
```



Show hidden output

```
[ ] metricsFormat(y_test, pred_2)
```



Metric	Value
Precision	1
Recall	1
F1 Score	1
Accuracy	1



# Thank you

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