Artwork/Project Title

Predicting Customer Churn

Year Accomplished

2023

Role/Position

Data Scientist

Publication Link

https://github.com/belindamutiara/Por

Artwork/Project Description

For the final project in machine learning course, I led a team in building and comparing four machine learning models (Logistic Regression, GNB, Random Forest, and LGBM) to predict whether a customer categorize as churn or not. We achieved the highest accuracy of 86% using the LGBM model. At this project We conducted data exploration, data preprocessing, data mining, and modelling using Python language. We found three main factors that affect customer churn, they are age, credit score, and balance.
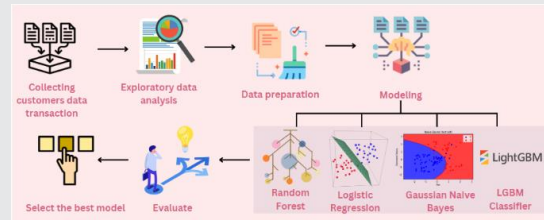

Figure 1 Methodology
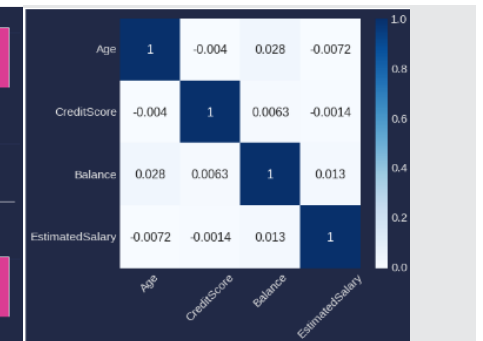

Figure 2 Data Visualization for categorical data type

Figure 3 Correlation matrix

Figure 4 Model Building

Figure 5 Metrics evaluation

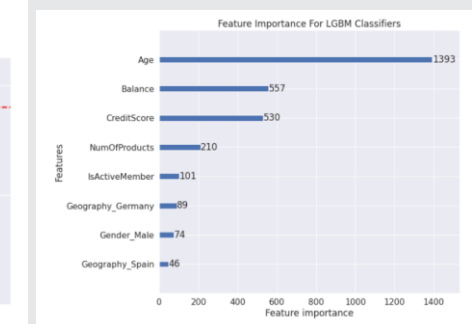*Figure 6 Visualization of metrics evaluation*

Figure 7 Feature Importance

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