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    "This report details the end-to-end development of a machine learning classifier aimed at
predicting customer churn for SyriaTel. The goal is to analyze usage patterns, service attributes,
and customer behaviors to forecast whether a customer is likely to stop using SyriaTel services.
Accurate predictions empower the business to intervene proactively by tailoring offers, support,
or incentives to retain valuable customers before they exit."
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    "In todayâ€™s highly competitive telecommunications market, customer retention plays a
critical role in sustaining profitability. Studies have shown that acquiring a new customer can
cost five to ten times more than retaining an existing one. For companies like SyriaTel,
minimizing customer churn, when users discontinue their service,is not just a technical challenge
but a strategic imperative.\n",
    "\n",
    "This project focuses on developing a machine learning-based churn prediction model to help
SyriaTel identify customers at high risk of leaving. By flagging potential churners early, the
company can implement targeted retention strategies, reduce revenue loss, and enhance customer
satisfaction."
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    "# Project Objectives\n",
    "**General Objective**\n",
    "\n",
    "To build and test a predictive system that identifies customers likely to churn, thereby
```

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supporting SyriaTel in making timely, data-driven retention decisions.\n",
    "\n",
    "**Specific Objectives**\n",
    "1. Develop a Binary Classification Model: Use customer data to classify users as likely to
churn (True) or not (False).\n",
    "\n",
    "2. Support Retention Planning: Leverage model outputs to inform and optimize proactive
customer retention strategies.\n",
    "\n",
    "3. Generate Business Insights: Analyze feature importance and model behavior to draw
actionable conclusions and recommedations that can influence service improvement and marketing
approaches."
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    "In this section, we import the essential Python libraries required for data analysis,
visualization, preprocessing, modeling, and evaluation.\n",
    "\n",
    "### Core Libraries:\n",
    "- **pandas**: Used for loading, manipulating, and analyzing structured data (e.g.,
DataFrames).\n",
    "- **numpy**: Provides support for numerical operations, especially array-based
computations.\n",
    "\n",
    "### Visualization:\n",
    "- **matplotlib.pyplot**: The foundational library for plotting charts and visualizations.\n",
    "- **seaborn**: Built on top of matplotlib, provides more sophisticated and attractive
statistical visualizations.\n",
    "\n",
    "### Machine Learning & Preprocessing (scikit-learn):\n",
    "- **train_test_split**: Splits the dataset into training and test subsets.\n",
    "- **LabelEncoder**: Converts categorical labels into numerical values.\n",
    "- **StandardScaler**: Standardizes features by removing the mean and scaling to unit
variance.\n",
    "- **RandomForestClassifier**: An ensemble learning algorithm based on decision trees for
classification tasks.\n",
    "- **classification_report**, **confusion_matrix**, **accuracy_score**: Tools to evaluate the
performance of classification models.\n"
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    "\n",
    "# Data manipulation\n",
    "import pandas as pd\n",
    "import numpy as np\n",
    "\n",
    "# Data visualization\n",
    "import matplotlib.pyplot as plt\n",
    "import seaborn as sns\n",
    "\n",
    "# Preprocessing and model selection\n",
    "from sklearn.model_selection import train_test_split\n",
    "from sklearn.preprocessing import LabelEncoder, StandardScaler\n",
    "\n",
    "# Machine learning algorithm\n",
    "from sklearn.ensemble import RandomForestClassifier\n",
    "\n",
    "# Evaluation metrics\n",
    "from sklearn.metrics import classification_report, confusion_matrix, accuracy_score\n",
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    "In this step, i loaded the dataset into a **Pandas DataFrame** from a CSV file and previewed
the first few records.\n",
    "\n",
    "### This aided:\n",
    "- To **understand the structure** of the dataset (rows, columns).\n",
    "- To identify **key features**, column names, and possible data types.\n",
    "- To quickly spot any **obvious data quality issues**, such as missing values or inconsistent
formatting.\n",
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    "\n",
    "### Dataset Structure: df.info()\n",
    "- Displays all column names, data types, and the number of non-null (non-missing) values.\n",
    "- Helped identify:\n",
    "  - Which features are categorical vs numerical.\n",
    "  - Potential missing data that may need cleaning.\n",
    "  - Overall shape and memory footprint of the DataFrame.\n",
    "\n",
    "### Statistical Summary: df.describe()\n",
    "- Generates descriptive statistics for numeric columns, such as:\n",
    "  - Mean, standard deviation, minimum, maximum, and quartile values.\n",
    "- This was Useful for:\n",
    "  - Detecting outliers or anomalies.\n",
    "  - Understanding the distribution and scale of features.\n",
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      "# Display statistical summary of numeric columns\n",
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     "A clean and well-prepared dataset is essential for building an accurate machine learning
 model. In this phase, I:\n",
     "\n",
     "### 1. Standardized Column Names\n",
     "- Converted column names to snake_case for consistency and easier access.\n",
     "\n",
     "### 2. Drop Irrelevant or Non-Predictive Columns\n",
     "- Features like phone_number, state, and area_code are either unique identifiers or unlikely
 to contribute meaningfully to the modelâ€™s predictive power.\n",
     "\n",
    "### 3. Convert Binary Categorical Variables\n",
    "- Converted `\"yes\"`/`\"no\"` strings in international_plan and voice_mail_plan columns into
 binary integers (`1` for \"yes\", `0` for \"no\").\n",
    "\n",
    "### 4. Encode Target Variable\n",
    "- The target column churn was converted from boolean to integer format for compatibility with
 machine learning algorithms.\n",
    "\n",
    "### 5. Visualize Class Balance\n",
    "- I Used a count plot to visualize whether the dataset is balanced across the target classes
 (churned vs not churned).\n"
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      " 1   voice_mail_plan     3333 non-null   int64\n",
      " 2   churn               3333 non-null   int32\n",
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    "import seaborn as sns\n",
    "import matplotlib.pyplot as plt\n",
    "from sklearn.preprocessing import LabelEncoder\n",
    "\n",
    "# Standardize column names to snake_case\n",
    "df.columns = df.columns.str.lower().str.replace(' ', '_')\n",
    "\n",
    "# Drop irrelevant columns\n",
    "df.drop(['state', 'area_code', 'phone_number'], axis=1, inplace=True)\n",
    "\n",
    "# Convert binary categorical features to numerical (0/1)\n",
    "for col in ['international_plan', 'voice_mail_plan']:\n",
    "    if df[col].dtype == 'object':\n",
    "        df[col] = df[col].apply(lambda x: 1 if x.lower() == 'yes' else 0)\n",
    "\n",
    "# Convert target variable to integer\n",
    "df['churn'] = df['churn'].astype(int)\n",
    "\n",
    "# Confirm transformations\n",
    "print(\"Cleaned column names:\", df.columns.tolist())\n",
    "print(\"\\n Data types after conversion:\")\n",
    "print(df[['international_plan', 'voice_mail_plan', 'churn']].info())\n"
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 model design, and business decisions.\n",
     "\n",
     "I begun by analyzing the target variable (churn) and then examined how key features
 interacted with churn behavior.\n",
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     "### Analyzing the Target Variable: Churn\n",
     "\n",
     "Before diving into predictors, I examined the distribution of the target variable to
 understand class balance.\n",
     "\n",
     "- **Why this matters:** A highly imbalanced dataset can mislead performance metrics like
 accuracy.\n",
     "- **Goal:** To determine whether the number of churned vs. retained customers is balanced,
 and quantify the churn rate.\n"
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     "plt.ylabel('Number of Customers', fontsize=12)\n",
     "plt.xticks(ticks=[0, 1], labels=['Retained', 'Churned'])\n",
     "\n",
     "# Annotate bars with percentage values\n",
     "total = len(df)\n",
     "for p in ax.patches:\n",
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    "    ax.annotate(percentage, (x, y), ha='center', va='bottom', fontsize=12, color='black')\n",
    "\n",
    "# Save the figure\n",
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    "The dataset was imbalanced, with only **~14.5%** of customers having churned. This is a
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high accuracy (~85.5%), but it would be useless in identifying actual churners.\n",
    "\n",
    "Therefore, I had to evaluate the models using the following metrics instead of relying on
accuracy alone:\n",
    "- **Precision**\n",
    "- **Recall**\n",
    "- **F1-score**\n",
    "- **AUC-ROC**\n",
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Intuitively, frequent service calls may indicate dissatisfaction a possible churn trigger.\n"
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life span.\n",
     "- **Distribution of number voicemail messages**: is highly right-skewed with a large number
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of customers having 0 voicemail messages. Most customers don't use the voicemail service. A few
have a higher number of messages, but they are rare.\n",
    "- **Distribution of total minutes** appear to follow a roughly normal distribution, centered
around the mean. Majority of customers use a moderate number of total minutes, with fewer using
extremely low or high total minutes.\n",
    "- **Distribution of total calls** is also normal, suggesting a balanced call usage pattern.
Most customers make an average number of calls, with fewer customers making an extremely low or
high number of calls.\n",
    "- **Distribution of total charge** mirrors the distribution of total minutes, as charges are
directly proportional to the minutes used. The spread indicates that customers have varied levels
of charges, but most fall within the central range.\n",
    "- **Distribution of customer service calls** is right-skewed, with most customers making 0 to
1 customer service calls. There are a few spikes at higher values. Most customers rarely contact
customer service. However, customers who call frequently (especially with 4 or more calls) might
indicate dissatisfaction, which could correlate with churn."
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```

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```

```
    "correlation_matrix = df.corr()\n",
    "sns.heatmap(correlation_matrix, annot=True, cmap='coolwarm', fmt=\".2f\", linewidths=0.5)\n",
    "plt.title('Correlation Heatmap')\n",
    "\n",
    "plt.show()"
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    "- Strongly correlated variables (e.g., total day minutes and total day charge) might provide
redundant information.\n",
    "- Variables showing significant differences in correlations (positive or negative) with the
target (churn) might be more predictive.\n",
    "- Features with minimal correlation (close to 0) might have limited relevance to predictive
modeling unless their relationship with the target (churn) is non-linear."
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Random Forest algorithm, the model learns from historical data to identify patterns that
distinguish churned customers from retained ones. The dataset was first split into training and
testing subsets, followed by feature scaling to standardize input values. Once prepared, the model
was trained on the training data and later evaluated on the test set to assess its predictive
performance.\n",
    "Steps followed are:"
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    "I began by splitting the dataset into:\n",
    "Features (X): All columns except churn,\n",
    "Target (y): The churn column, which we are trying to predict."
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    "X = df.drop('churn', axis=1)\n",
    "y = df['churn']\n"
   ]
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    "**Step 2: Train-Test Split**\n",
    "\n",
    "We split the dataset into:\n",
    "Training set (70%): Used to train the model.\n",
    "Testing set (30%): Used to evaluate how well the model performs on unseen data,\n",
    "A fixed random_state ensures reproducibility."
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    "\n",
    "# Split data into training and testing sets (70/30 split)\n",
    "X_train, X_test, y_train, y_test = train_test_split(\n",
    "    X, y, test_size=0.3, random_state=42\n",
    ")\n"
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    "**Step 3: Feature Scaling (Standardization)**\n",
    "\n",
    "Standardizing the features ensures that each one contributes equally to the model. It
transforms the data to have:\n",
    "\n",
    "A mean of 0\n",
    "\n",
    "A standard deviation of 1\n",
    "\n",
    "This step is especially important for algorithms sensitive to feature magnitude."
   ]
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    "\n",
    "# Initialize and apply standard scaler\n",
    "scaler = StandardScaler()\n",
    "X_train = scaler.fit_transform(X_train)  # Fit on train, transform train\n",
    "X_test = scaler.transform(X_test)        # Transform test only\n"
   ]
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    "**Step 4: Building the Model (Random Forest)**\n",
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and averages their predictions. This ensemble method improves generalization and reduces
overfitting."
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label.sk-toggleable__label {cursor: pointer;display: block;width: 100%;margin-bottom: 0;padding:
0.3em;box-sizing: border-box;text-align: center;}#sk-container-id-1 label.sk-toggleable__label-
arrow:before {content: \"â–¸\";float: left;margin-right: 0.25em;color: #696969;}#sk-container-id-1
label.sk-toggleable__label-arrow:hover:before {color: black;}#sk-container-id-1 div.sk-
estimator:hover label.sk-toggleable__label-arrow:before {color: black;}#sk-container-id-1 div.sk-
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black;border-radius: 0.25em;background-color: #f0f8ff;}#sk-container-id-1 input.sk-
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color: #d4ebff;}#sk-container-id-1 input.sk-hidden--visually {border: 0;clip: rect(1px 1px 1px
1px);clip: rect(1px, 1px, 1px, 1px);height: 1px;margin: -1px;overflow: hidden;padding: 0;position:
absolute;width: 1px;}#sk-container-id-1 div.sk-estimator {font-family: monospace;background-color:
#f0f8ff;border: 1px dotted black;border-radius: 0.25em;box-sizing: border-box;margin-bottom:
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but bootstrap.min.css set `[hidden] { display: none !important; }` so we also need the
`!important` here to be able to override the default hidden behavior on the sphinx rendered
scikit-learn.org. See: https://github.com/scikit-learn/scikit-learn/issues/21755 */display:
inline-block !important;position: relative;}#sk-container-id-1 div.sk-text-repr-fallback {display:
none;}</style><div id=\"sk-container-id-1\" class=\"sk-top-container\"><div class=\"sk-text-repr-
fallback\"><pre>RandomForestClassifier(random_state=42)</pre><b>In a Jupyter environment, please
rerun this cell to show the HTML representation or trust the notebook. <br />On GitHub, the HTML
representation is unable to render, please try loading this page with nbviewer.org.</b></div><div
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toggleable__label-arrow\">RandomForestClassifier</label><div class=\"sk-toggleable__content\">
<pre>RandomForestClassifier(random_state=42)</pre></div></div></div></div></div>"
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     "# Initialize and train the Random Forest model\n",
     "model = RandomForestClassifier(n_estimators=100, random_state=42)\n",
     "model.fit(X_train, y_train)\n"
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     "**Step 5: Encoding Categorical Features**\n",
     "\n",
     "Before training  I converted categorical columns such as \"international plan and Voice
 Plan\" into numeric format using Label Encoding, as most machine learning models do not accept
 string inputs:\n",
     "\n",
     "\n"
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     "from sklearn.preprocessing import LabelEncoder\n",
     "\n",
     "# Encode categorical features\n",
     "df['international_plan'] = LabelEncoder().fit_transform(df['international_plan'])\n",
     "df['voice_mail_plan'] = LabelEncoder().fit_transform(df['voice_mail_plan'])\n"
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     "**Step 6: Making Predictions**\n",
     "\n",
     "After the model was trained, I used it to make predictions on the test set."
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     "# Predict churn on test data\n",
     "y_pred = model.predict(X_test)\n"
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     "**Step 7: Model Evaluation**\n",
     "\n",
     "I evaluated the model performance using multiple metrics:\n",
     "\n",
     "Accuracy Score: Overall correct predictions.\n",
     "\n",
     "Confusion Matrix: Breakdown of actual vs. predicted.\n",
     "\n",
     "Classification Report: Precision, recall, F1-score.\n",
     "\n",
     "These metrics are essential, especially since churn is an imbalanced problem."
    ]
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       "Classification Report:\n",
       "               precision    recall  f1-score   support\n",
       "\n",
       "           0       0.95      0.99      0.97       857\n",
       "           1       0.94      0.71      0.81       143\n",
       "\n",
       "    accuracy                           0.95      1000\n",
       "   macro avg       0.95      0.85      0.89      1000\n",
       "weighted avg       0.95      0.95      0.95      1000\n",
       "\n",
       "Confusion Matrix:\n",
       " [[851   6]\n",
       " [ 42 101]]\n",
       "Accuracy Score: 0.952\n"
      ]
     }
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     "from sklearn.metrics import classification_report, confusion_matrix, accuracy_score\n",
     "\n",
     "# Print evaluation metrics\n",
     "print(\"Classification Report:\\n\", classification_report(y_test, y_pred))\n",
     "print(\"Confusion Matrix:\\n\", confusion_matrix(y_test, y_pred))\n",
     "print(\"Accuracy Score:\", accuracy_score(y_test, y_pred))\n"
    ]
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     "# Interpretation of the modelâ€™s evaluation output:\n",
     "\n",
     "**Classification Report**\n",
     "| Class | Precision | Recall | F1-score | Support |\n",
     "|-------|-----------|--------|----------|---------|\n",
     "| 0 (Not Churn) | 0.95 | 0.99 | 0.97 | 857 |\n",
     "| 1 (Churn)     | 0.94 | 0.71 | 0.81 | 143 |\n",
     "\n",
     "- **Precision**: Out of all customers predicted as churners, 94% were actually churners. For
 non-churners, 95% were correctly identified.\n",
     "- **Recall**: The model correctly identified 99% of non-churners, but only 71% of actual
 churners. This means some churners were missed (false negatives).\n",
     "- **F1-score**: The balance between precision and recall. Higher for non-churners (0.97) than
 churners (0.81).\n",
     "- **Support**: There are 857 non-churners and 143 churners in the test set.\n",
     "\n",
     "**Confusion Matrix**\n",
     "```\n",
     "[[851   6]\n",
     " [ 42 101]]\n",
     "```\n",
```

```
    "- **851** true negatives: non-churners correctly predicted.\n",
    "- **101** true positives: churners correctly predicted.\n",
    "- **6** false positives: non-churners incorrectly predicted as churners.\n",
    "- **42** false negatives: churners missed by the model.\n",
    "\n",
    "**Accuracy**\n",
    "- **0.952** (95.2%): The model correctly predicted 952 out of 1000 cases.\n",
    "\n",
    "**Model Performance Summary**\n",
    "- The model is very good at identifying non-churners (class 0).\n",
    "- It is fairly good at identifying churners (class 1), but misses some (recall for churners
is 0.71).\n",
    "- Overall accuracy is high (95.2%).\n",
    "- For business: The model is reliable for flagging customers likely to stay, but some
churners may not be detected. Consider improving recall for churners if reducing churn is a top
priority."
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    "\n",
    "***The project set out to accomplish the below objectives:***\n",
    "\n",
    " 1. Develop a Binary Classification Model/an accurate churn-detection (using Randmodelom
Forest): Use customer data to classify users as likely to churn (True) or not (False).\n",
    "\n",
    "2. Support Retention Planning: Leverage model outputs to inform and optimize proactive
customer retention strategies such as targeted offers, service upgrades, or personalized
communications.\n",
    "\n",
    "3. Generate Business Insights: Analyze feature importance and model behavior to draw
actionable conclusions and recommedations that can influence service improvement and marketing
approaches.\n",
    "\n",
    "\n",
    "**Summary Results**\n",
    "\n",
    "The Random Forest model delivered strong predictive performance, with its classification
report clearly showing how effectively it distinguishes between customers who will churn and those
who will stay. This insight enables SyriaTel to act proactively by maybe offering tailored
incentives, upgrading service quality, or launching personalized engagement campaigns for
customers at high risk of leaving.\n",
    "\n",
    "\n",
    "**Conclusion & Recommendations**\n",
    "\n",
    "The Random Forest classifier not only achieves strong accuracy but also provides actionable
intelligence. By identifying high-risk customers, SyriaTel can intervene early by minimizing churn
through focused incentives, service improvements, and personalized engagement strategies.\n",
    "\n",
    "\n",
    "After a customer cancels, send a short exit survey (just a few quick questions) or follow up
with phone interviews for key customers. This lets you understand why they left for instance
whether itâ€™s price, service, billing, or something else and use those insights to improve your
retention model and service offerings.\n",
    "\n",
    "Then, review patterns in why people churn and tweak your messaging, onboarding, or support
accordingly. Focus especially on customers flagged as high-risk, update how you communicate with
them, what you offer, and how you help them so that future campaigns will focus on keeping more
people from leaving and locking them in.\n"
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