



# Telecom Churn Analysis/ Modeling

## Overview and Recommendations



# Summary

Analysis and predictive modeling of customer status with the company

**Correlation**

**Strongest Indicators of Customer Status**

**Model Prediction**

**Model Evaluation**



# Content

- Business Problem
- Data Analysis
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# Business Problem

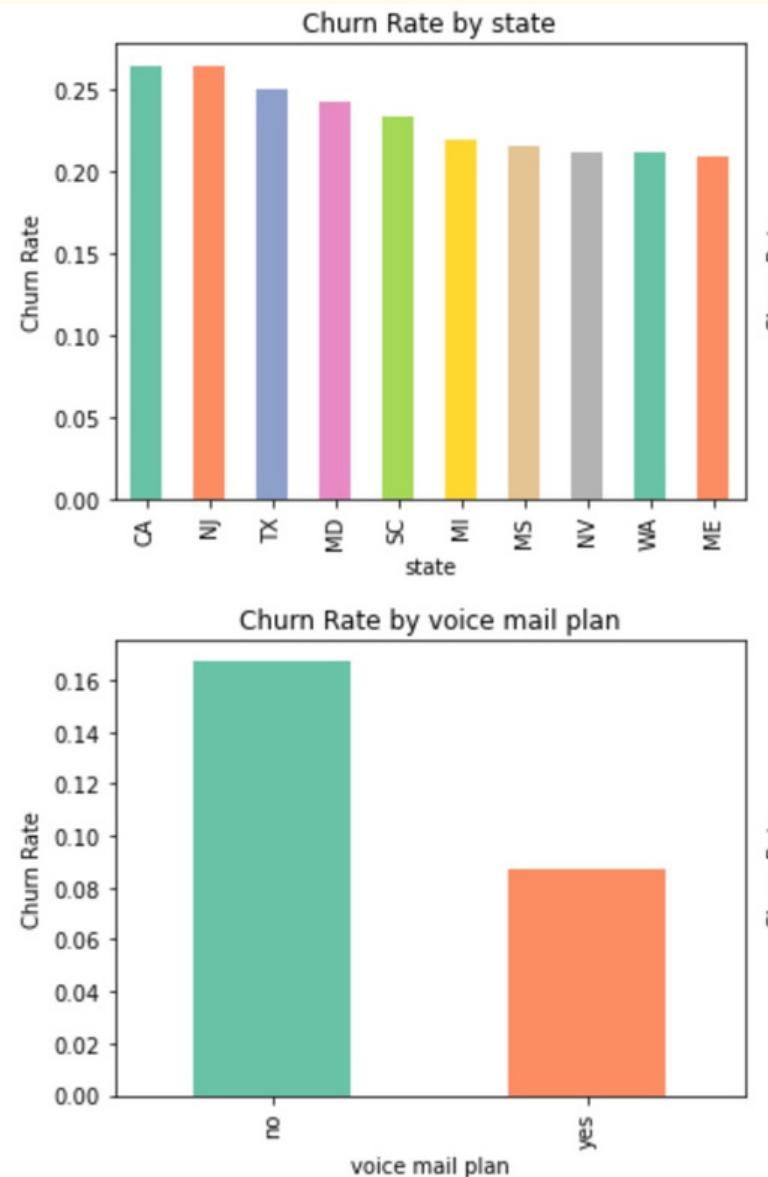


- ◆ Predict whether a customer will cease doing business with the company
- ◆ Identify features that serve as the strongest indicators

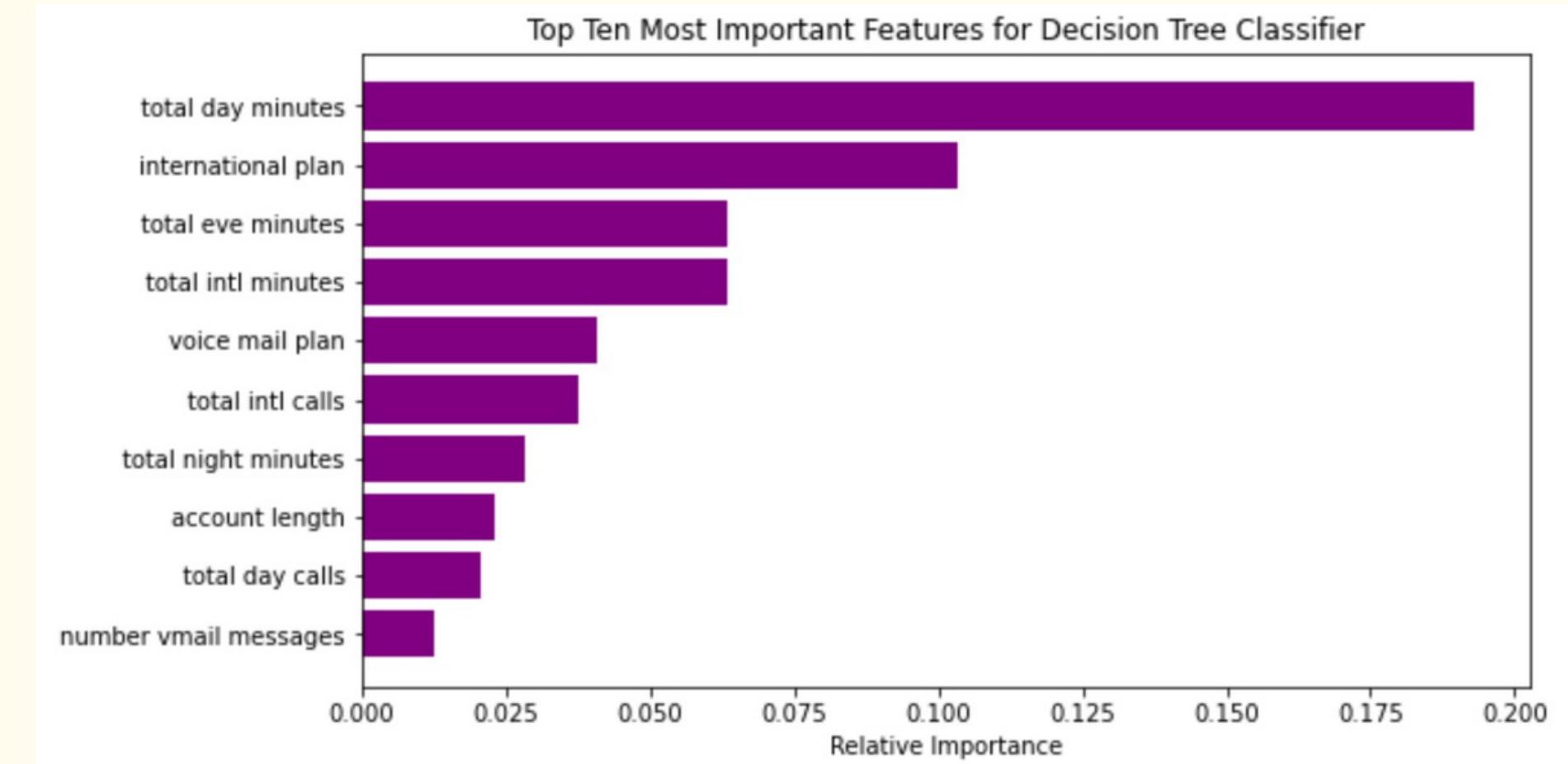
# Data & Methods



Dataset includes customer features and whether they stop doing business (churn).

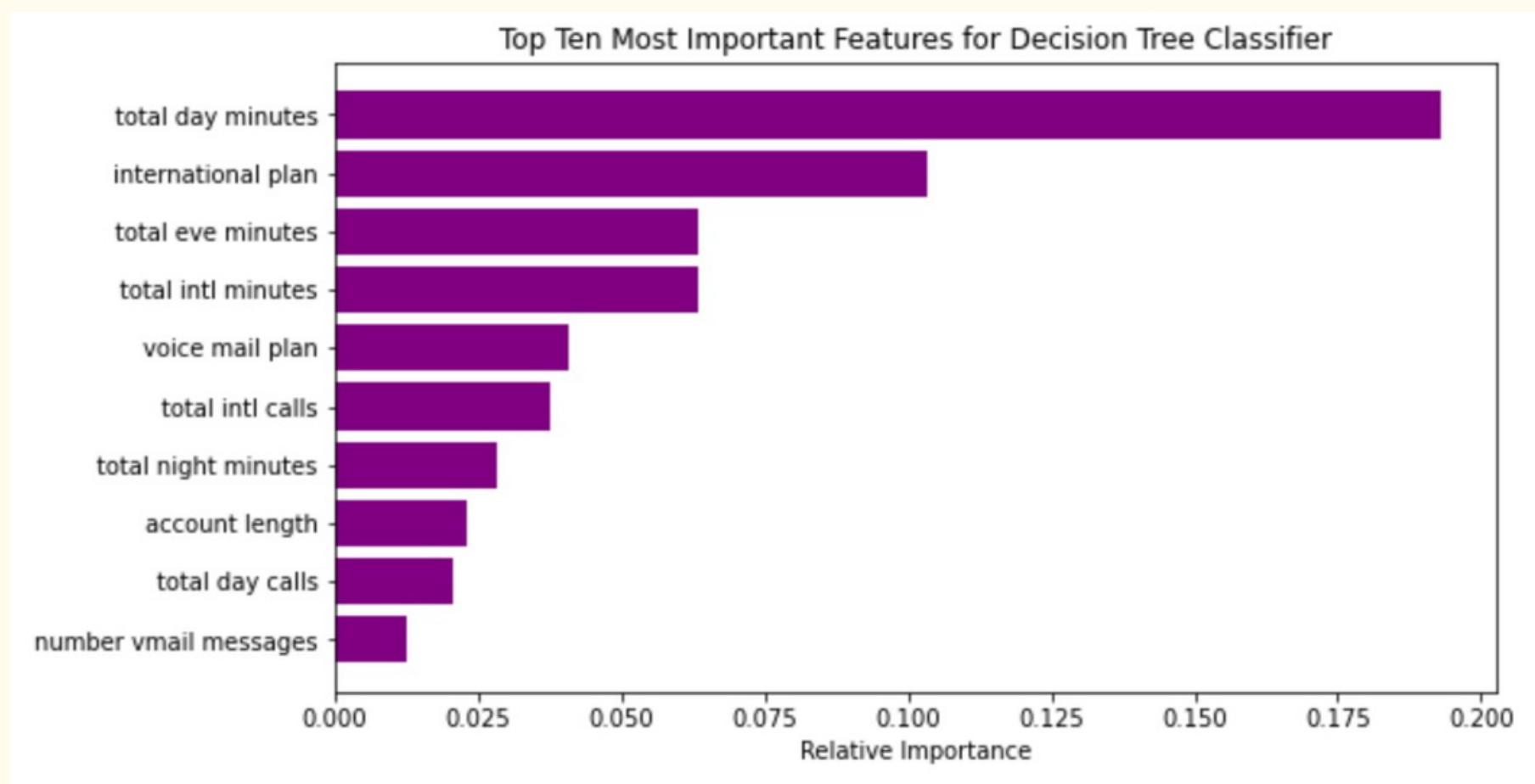


Looked at strongest features that indicated customer outcome.

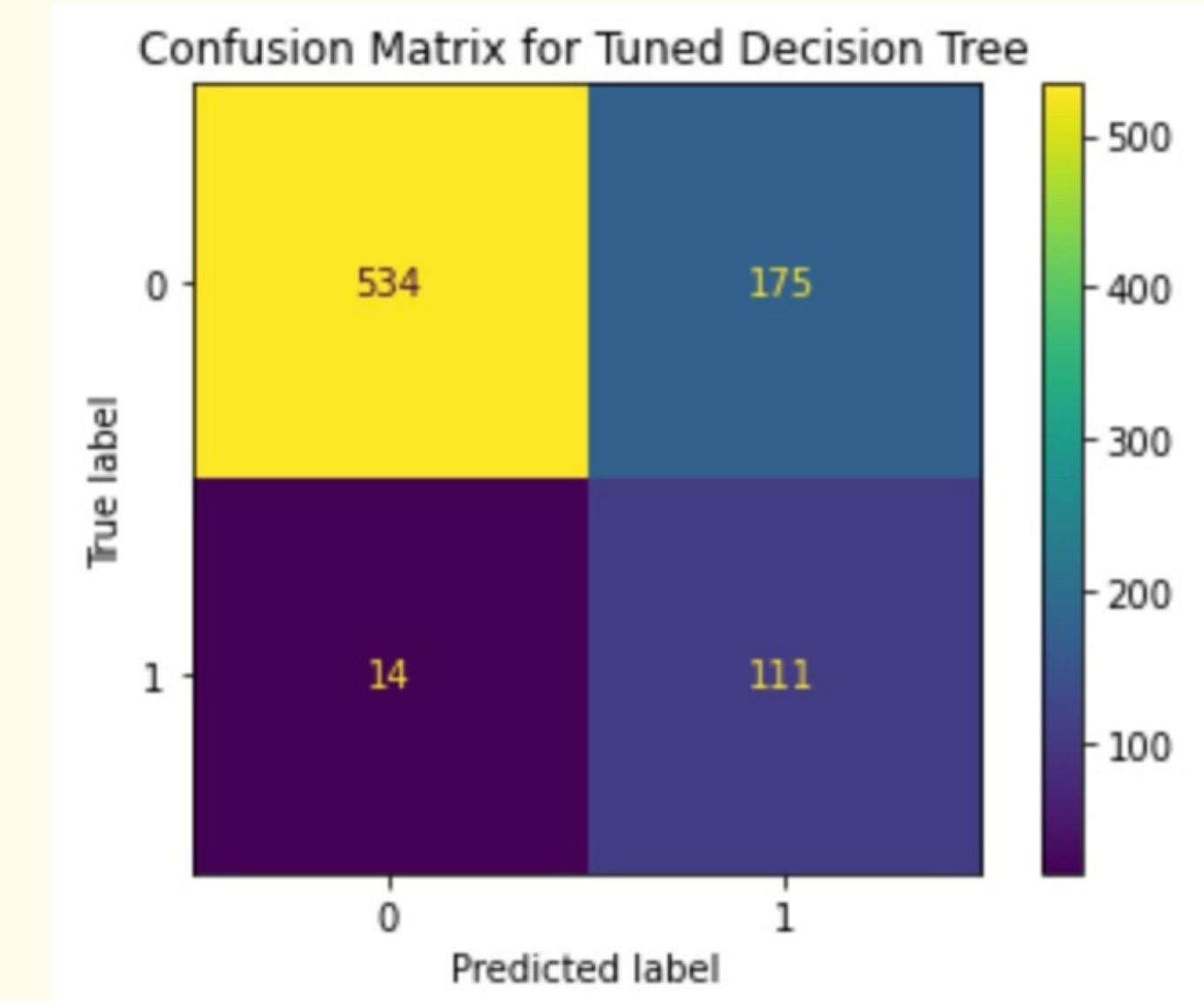


# Results

Minutes spent and voicemail/international plans were strong indicators of predicting customer outcomes.



Model has a strong ability to account for any customers who will cease business, indicated by the “positive” result of 1.



# Conclusions

Two or more calls to customer service indicate likely churn.

1

2

3

Total minutes spent on phone predict customer status outcome.



Recall is the ideal metric for predictive model.

# Next Steps

- Acquire more customer data for model
- Study the impact of minutes spent on customer status
- Look further into the inverse relationship between having an international plan and ceasing business



# Thank you!

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