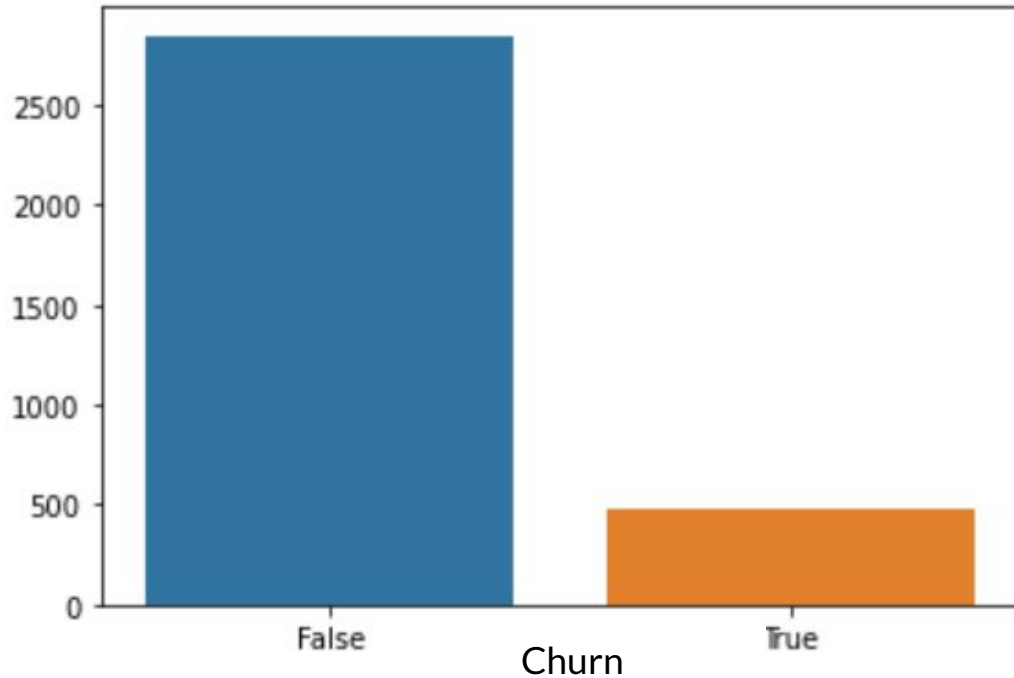# SyriaTel Customer Churn

Christopher Varghese

Business Overview

- Customer Retention

- Target: Churn

- Impact of Model

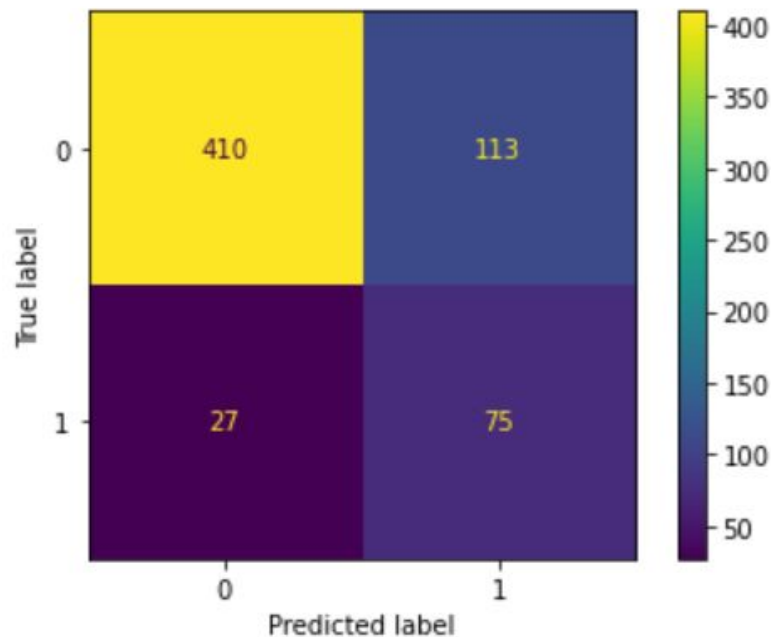# Data Understanding

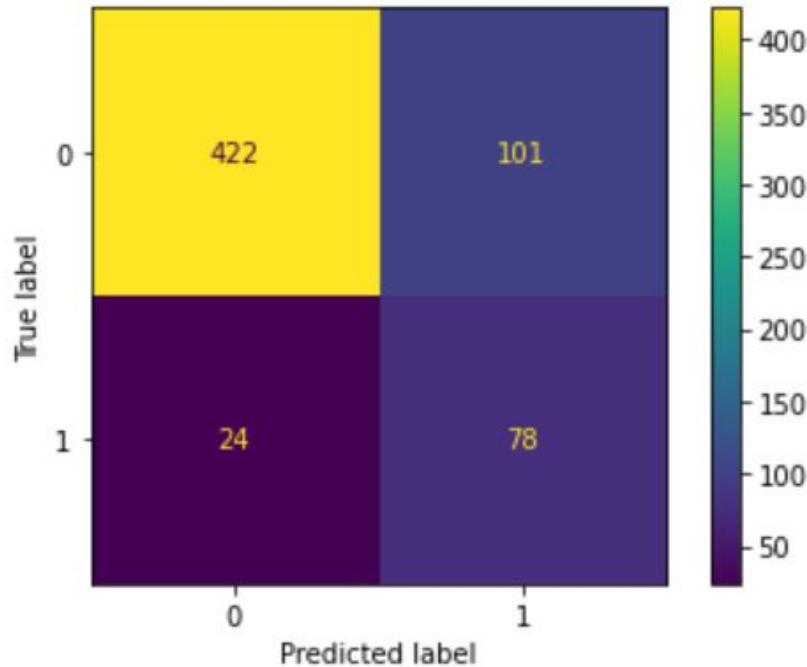# Modeling Process

Logistic Regression

recall = 0.7352941176470589
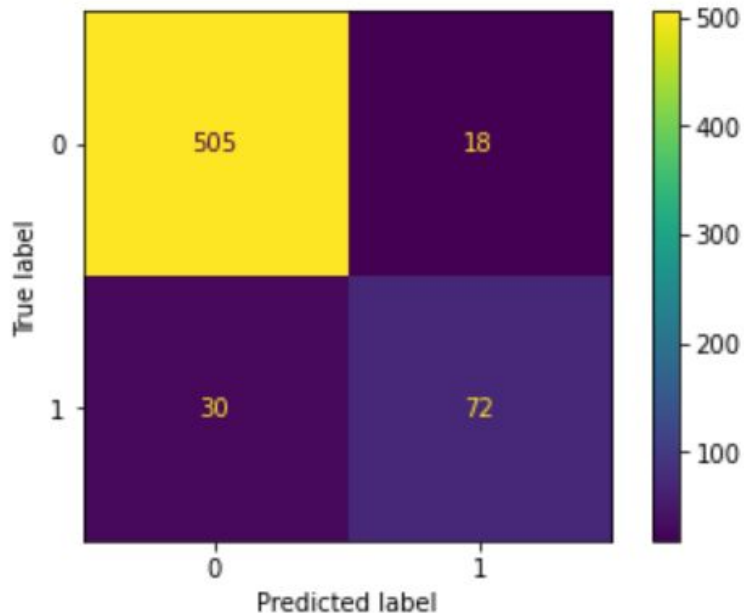
Predicting Power = 72.4%

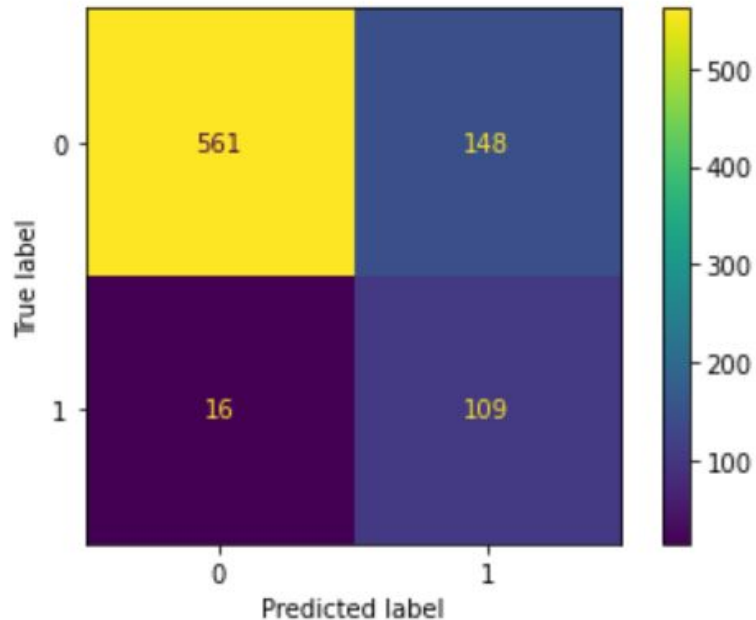# K Nearest Neighbors

Predicting Power = 81.3%

Random Forest

Predicting Power = 73.5%

Conclusions

Predicting Power = 82.2%

Next Steps

- Further Tuning

- Customer Re-Acquisition

- Cost vs Benefit

- Secondary Model