

Telecom Churn Prediction

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Business Understanding

- Customer churn risk
- Retention-driven decisions
- Actionable predictions

Data Understanding

- Multiple data sources
- Customer behavior signals
- Data limitations
- Gradient Boosting Classifier
- Group of decision trees

Modeling

- Churn Recall (91.6%)
- Overall Accuracy (57.4%)
- Churn Precision (36.6%)
- Recall Over Accuracy

False Negative	False Positive	True Negative	True Positive
41	780	450	657

Conclusion

- Business Impact
- Model Effectiveness
- Actionable Outputs