

Presentation for CMO

1. Methodology:

- In EDA, duration of call was not considered and hence analysis was not done to consider response on basis of call duration
- Logistic regression using PCA was used for building model. In model we deduce that 90% accuracy can be achieved by using 16 features.
- Optimal probability is 30% and hence predicted churn was calculated on basis of this.

2. Conclusion

- From lift chart it is clear that 80% gain can be achieved by targeting 30% customer.
- While calculating cost we have assumed that rs 1 per minute