

Telecommunication Churn - Case Study

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Overview

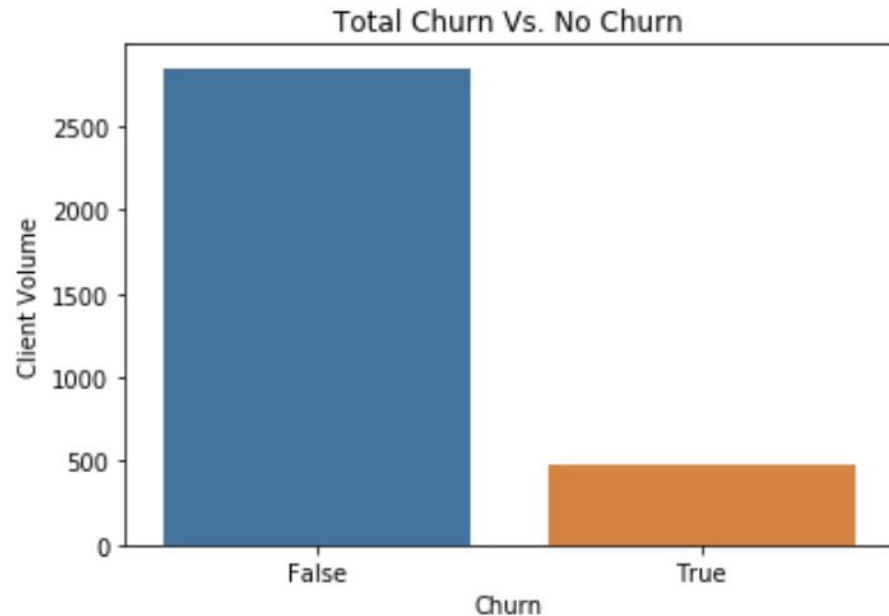
- Over the past few weeks, we were tasked with identifying key areas that would have the largest impact on the likelihood of a client churning

Agenda

- Data
- Model Accuracy
- Most Important Churn Features

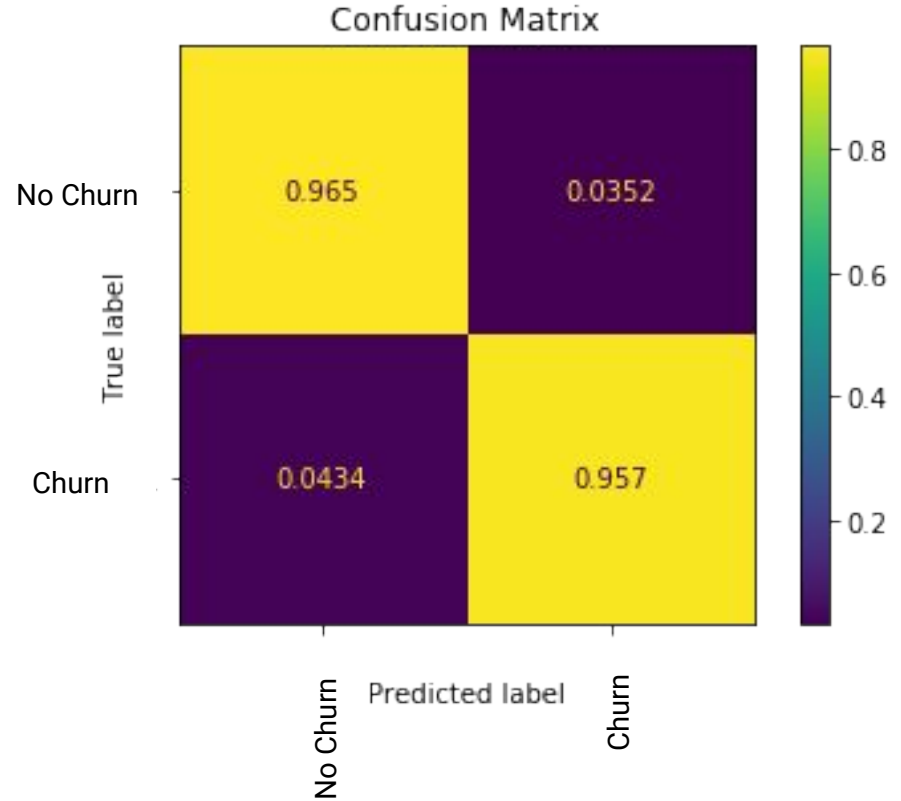
Data

- 3.3k Data Entries
- True = Churn
- False = No Churn

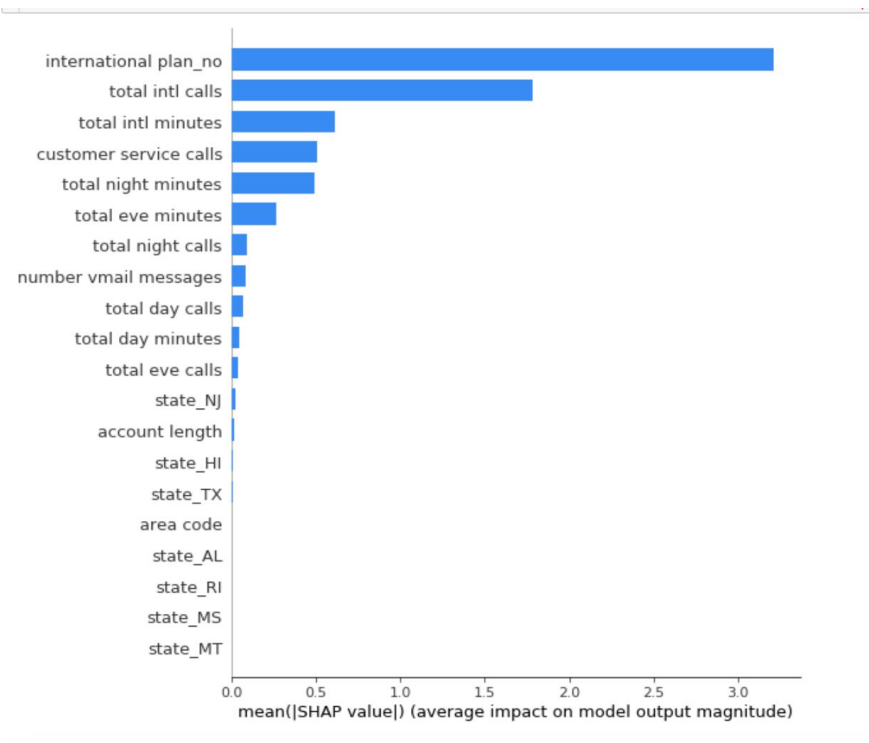


Model Accuracy

- Total Accuracy of our Model:
 - 95%

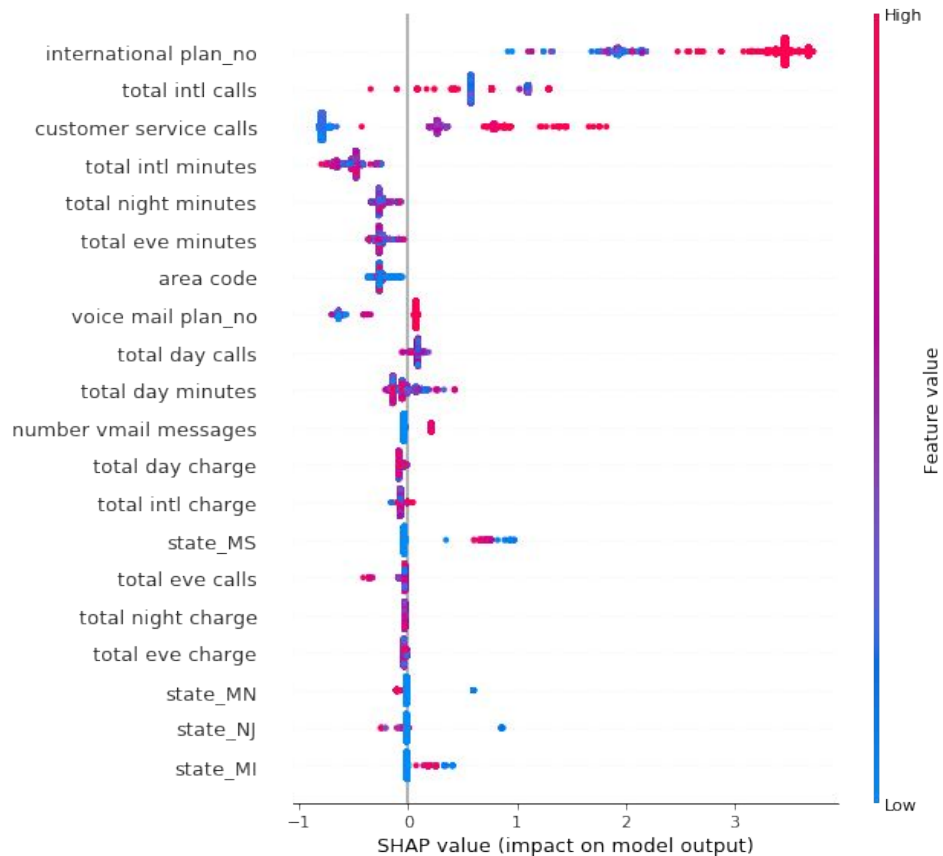


Most Important Features



Findings

- International Plan Number (less likely to churn)
- Total International Calls (less likely to churn)
- Total International Minutes (less likely to churn)
- Customer Service Calls (more likely to churn)
- Voicemail Plan (less likely to churn)



Recommendations

- **Continue Encouragement of the International plan, there may be an opportunity of lifting prices**
- **Focus further efforts into customer service**
 - **Reduce the number of calls per client**
- **Rethink pricing options for Voicemail Plan**
 - **More clients churned with one**

Future Work

- Pricing Plan Discovery
- Leverage External Client Data



Thank You

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