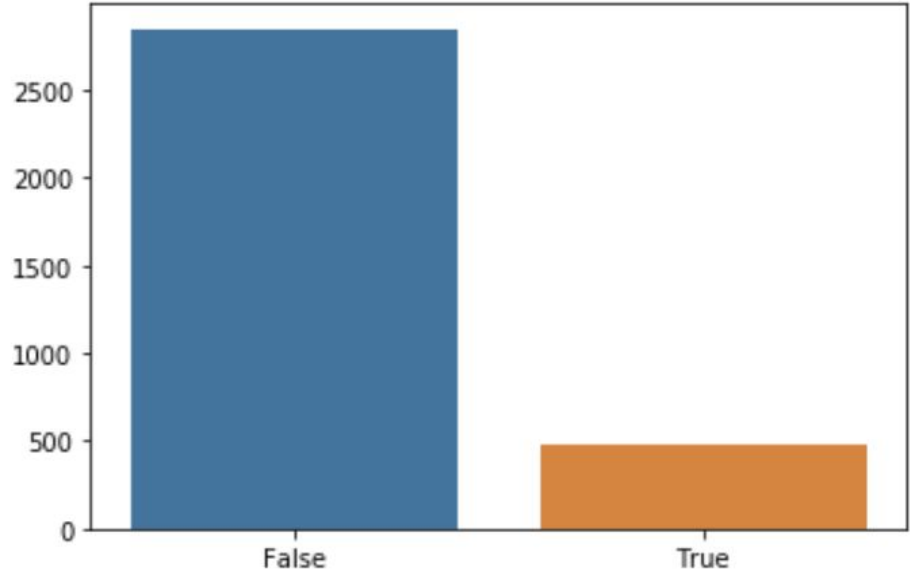# Telecommunication Churn - Case Study

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

Overall Findings

- Data

- Model Accuracy
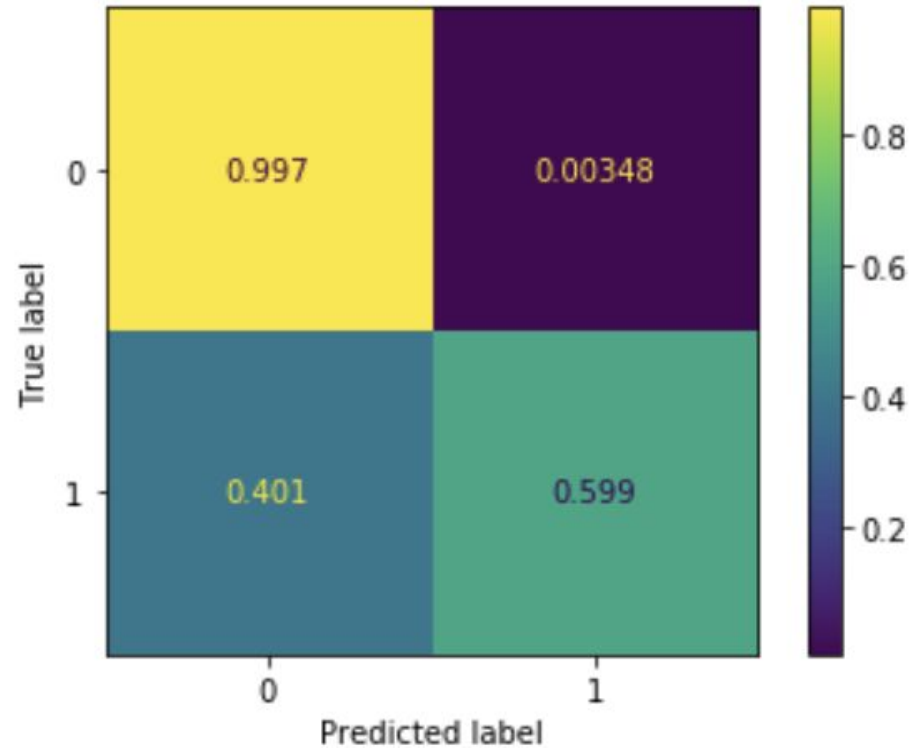
- Most Important Churn Features
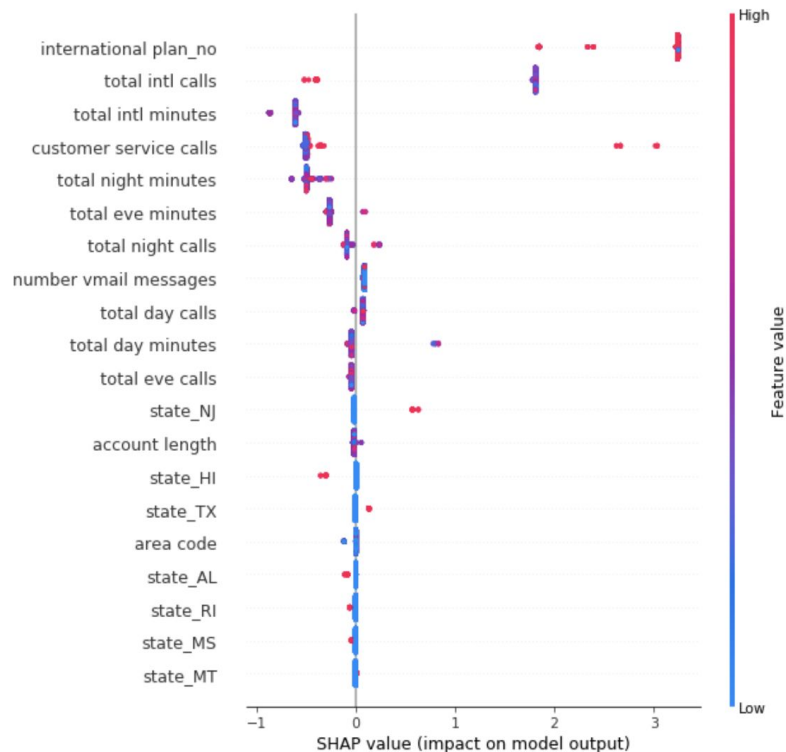
Data

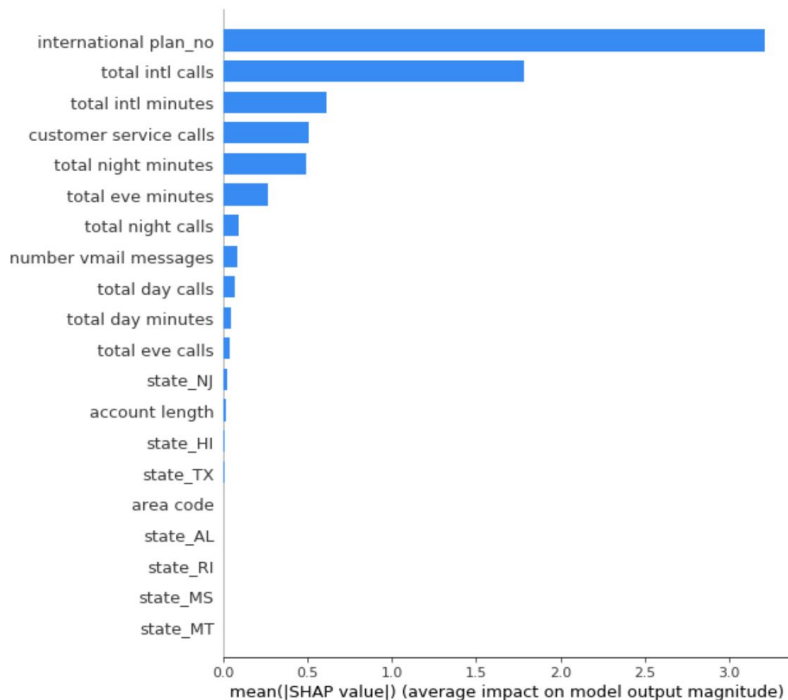- True = Churn
- Fales = No Churn

Model Accuracy

- Our model is most sensitive in identifying when a customer will churn

Most Important Churn Features

Recommendations

- **International Plan Number (less likely to churn)**

- **Total International Calls (less likely to churn)**

- **Total International Minutes (more likely to churn)**

- **Customer Service Calls (more likely to churn)**

- **Total Night Minutes (more likely to churn)**

Future Work

- Percent importance per feature

- Leverage External Client Data

Thank You

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