



Jon Ladalla

Telecom Churn Rate

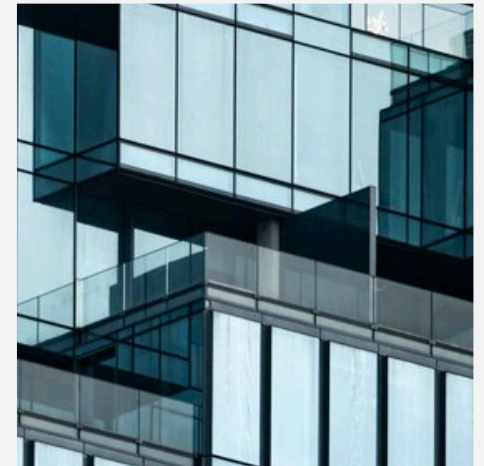
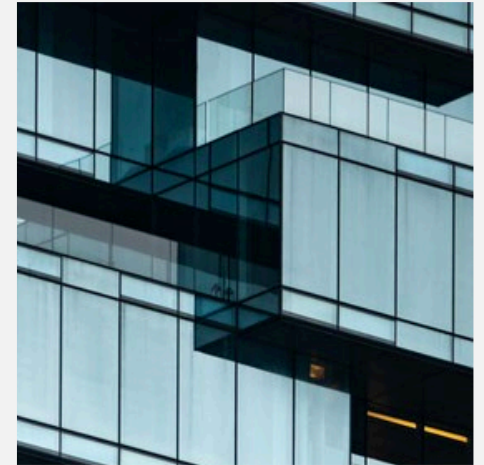
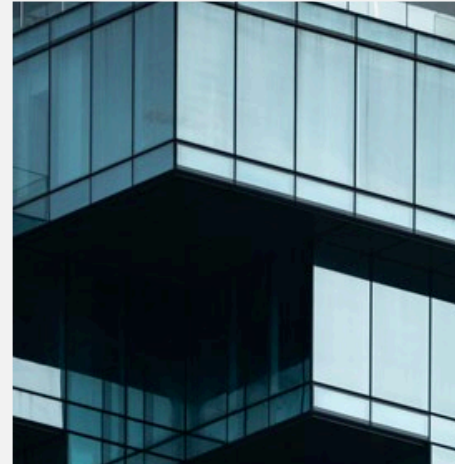
Goal

- To predict if an individual customer will churn.



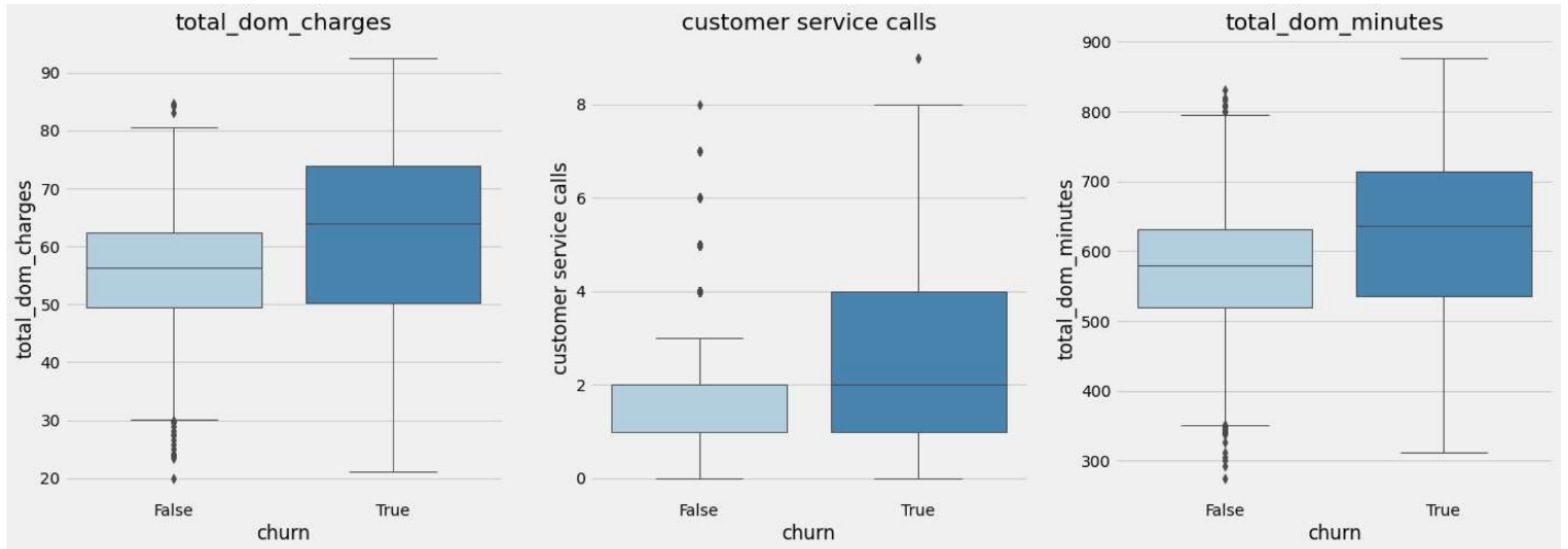
Churn Rate %

Telecom is losing 14.4% of their customers and retaining 85.5% annually.



Boxplot insights

<Figure size 6000x4500 with 0 Axes>



Plot insights:

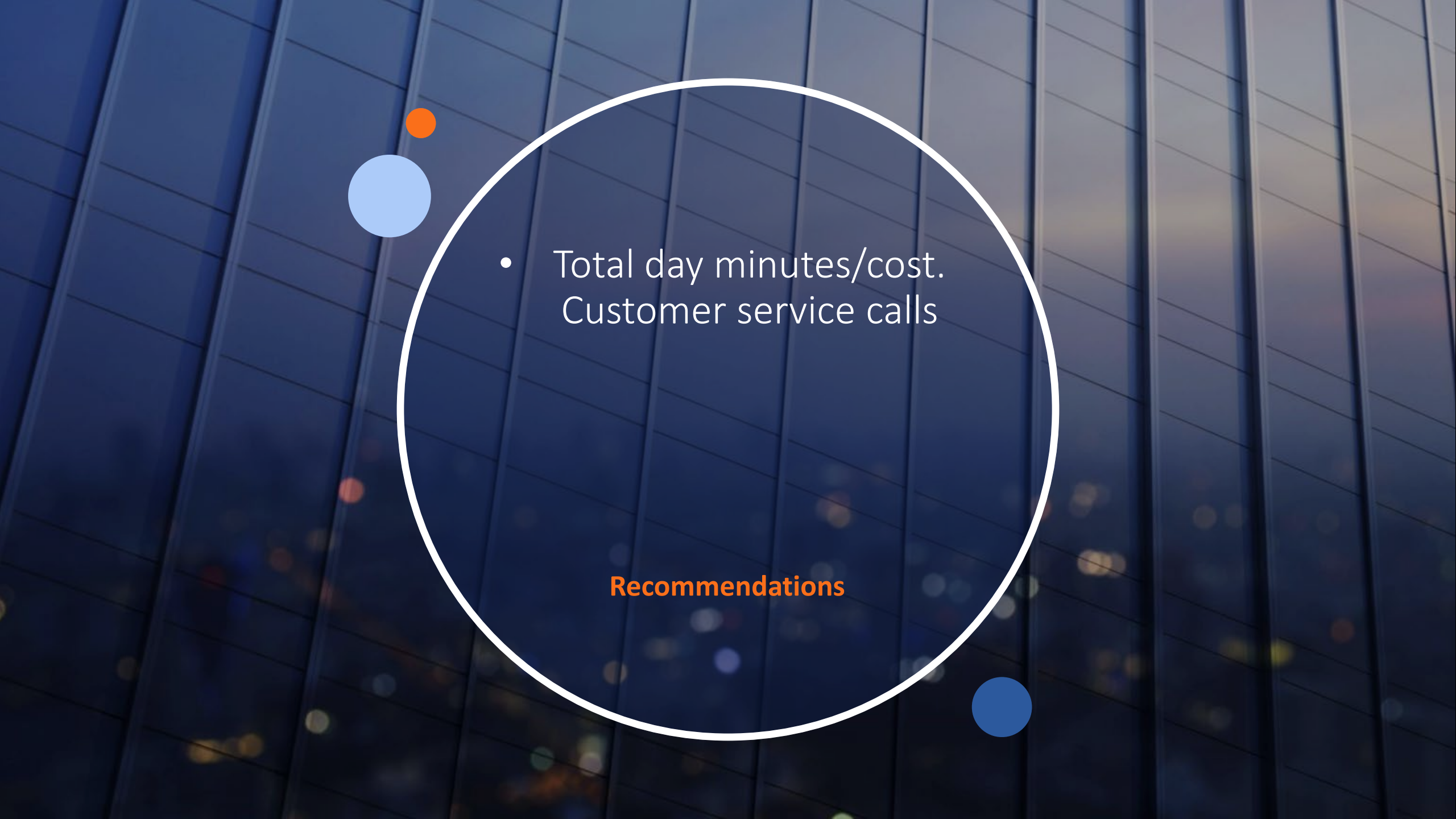
- Churning customers have total domestic charge median of \$64.
- Churning customers have a median customer service call rate of 2 calls.
- Churning customers have a median domestic minute usage of 650 minutes.



Overfitting & Underfitting

Let's dive in



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- Total day minutes/cost.
Customer service calls

Recommendations

Thank you

Thanks to your commitment and strong work ethic, we know next year will be even better than the last.

We look forward to working together.

