

Customer Churn Prediction

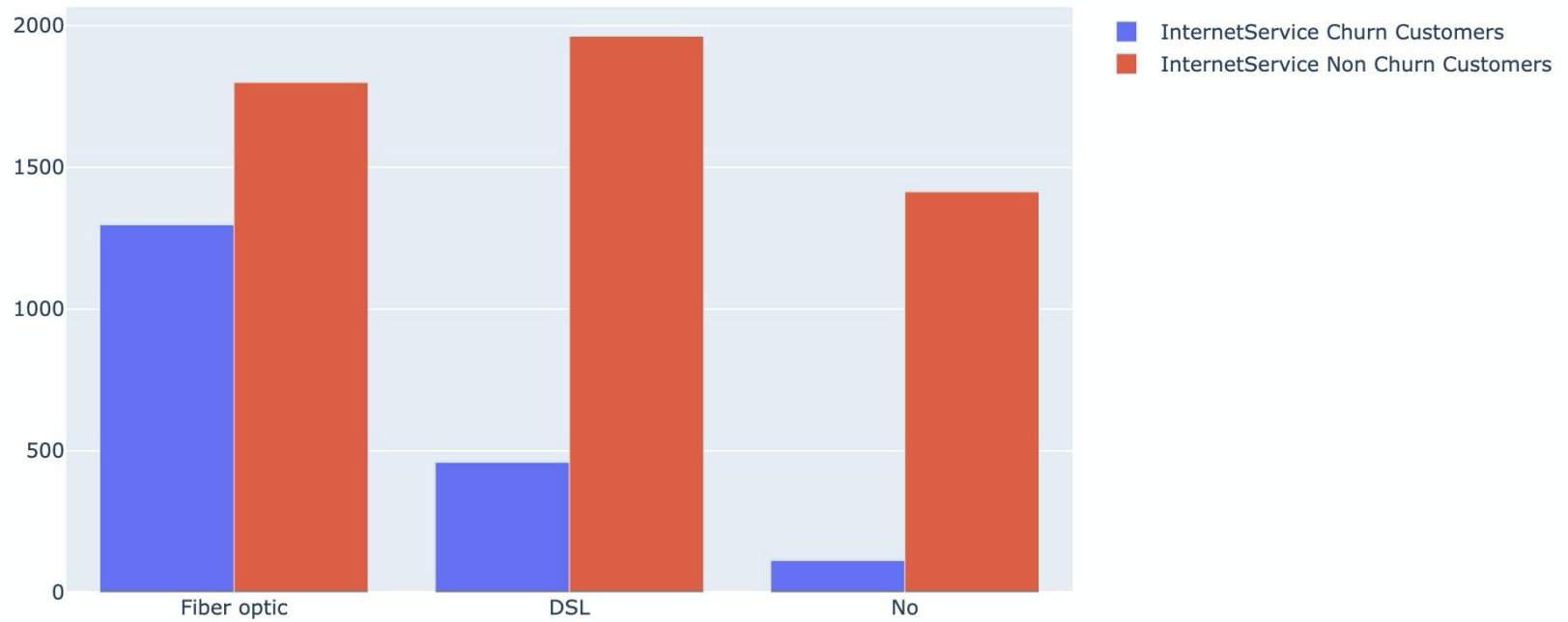
Jack Risse



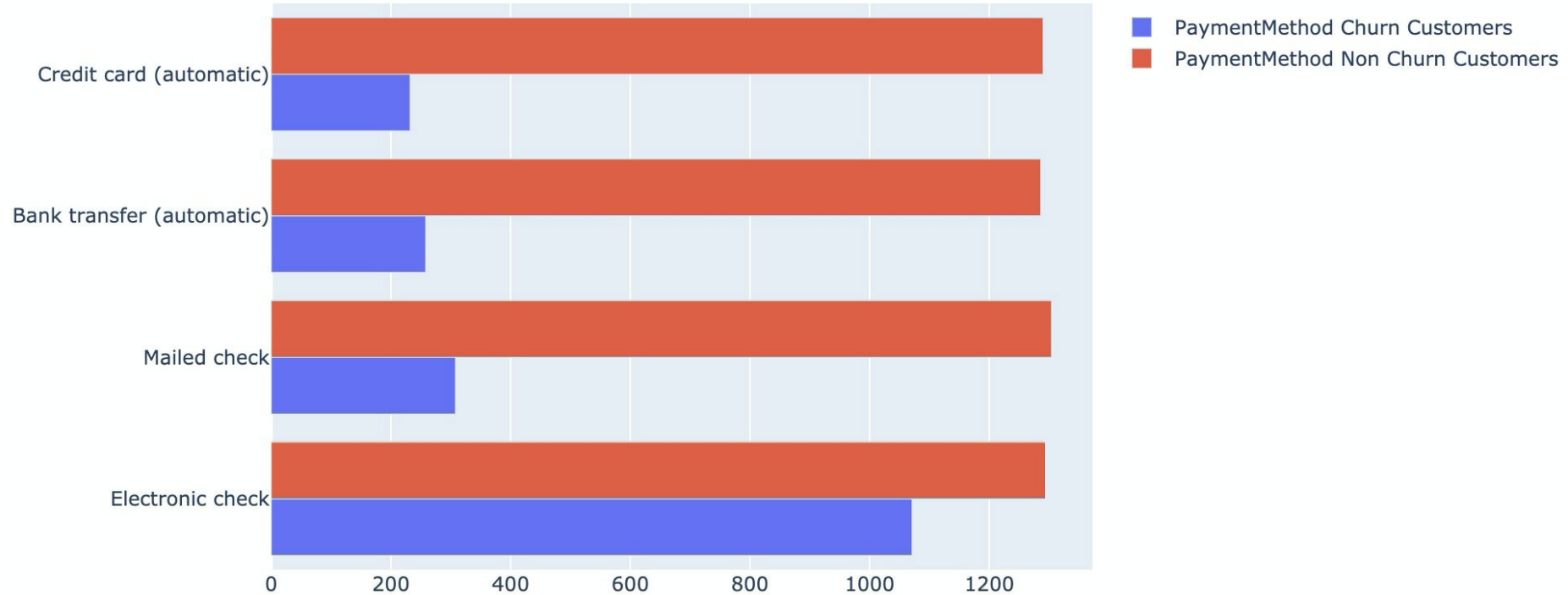
My Logistic Regression Model

- With a Logistic Regression
 - Able to predict customer churn with an accuracy of 78%
- With a Neural Network
 - Able to predict customer churn with an accuracy of 85%

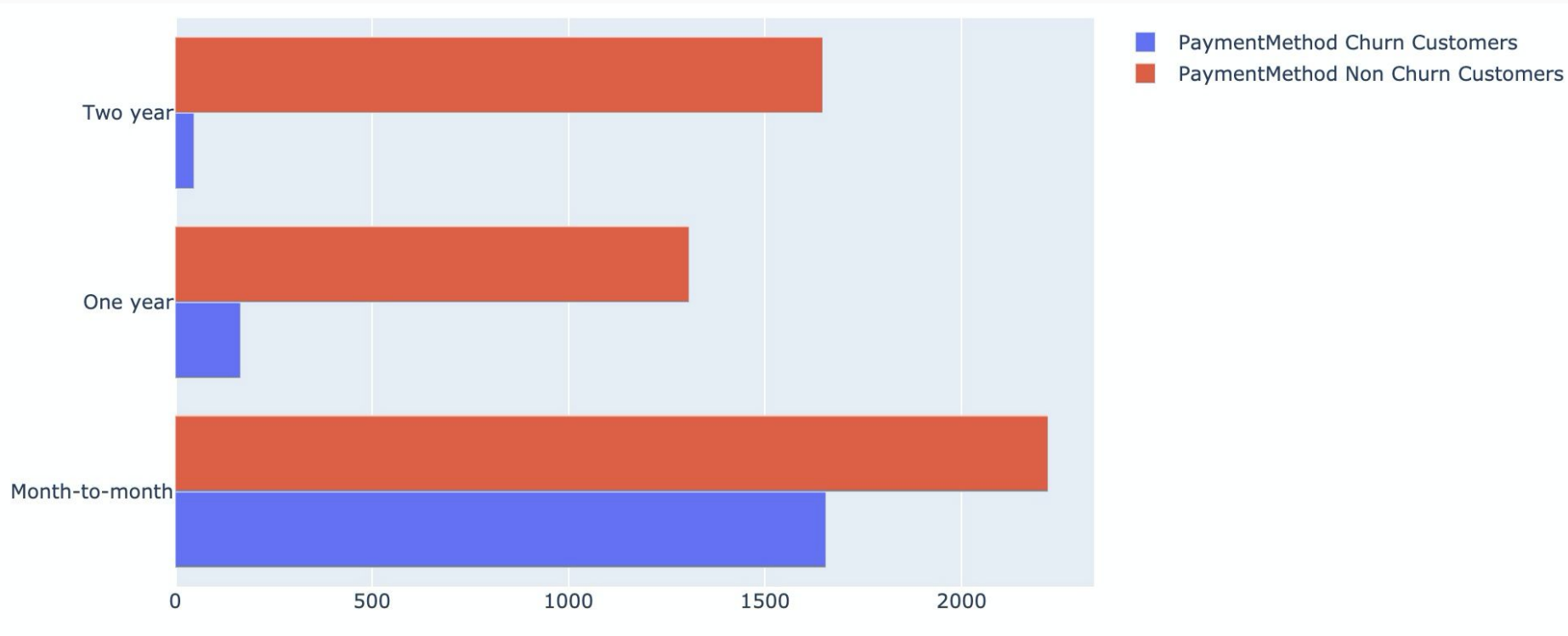
Customers with Fiber Optic seem to move away with our company



Customers paying with electronic checks seemed to be churning more often



Customers on the Month-to-Month Plan have a higher churn ratio than the other contracts



Future work would be examining why customers with the attributes shown are churning by looking at the demographics of the customers or looking at some of the features grouped together to see if any patterns show up



Thanks!

