

SyriaTel Customer Churn Prediction

Business Understanding

Customer churn, the rate at which customers stop doing business with a company, is a critical metric customer lifetime value, and brand reputation. Therefore, predicting customer churn is essential for e

The telecom provider SyriaTel wants to minimize revenue loss from client attrition. SyriaTel can enhance retention methods aimed at identifying high-risk clients.

I have been tasked with building a binary classification model to predict whether a SyriaTel customer

Business Objectives

Below are the objectives for the prediction model

1. Determine which customers are at danger of churning: Make an accurate guess as to which ones