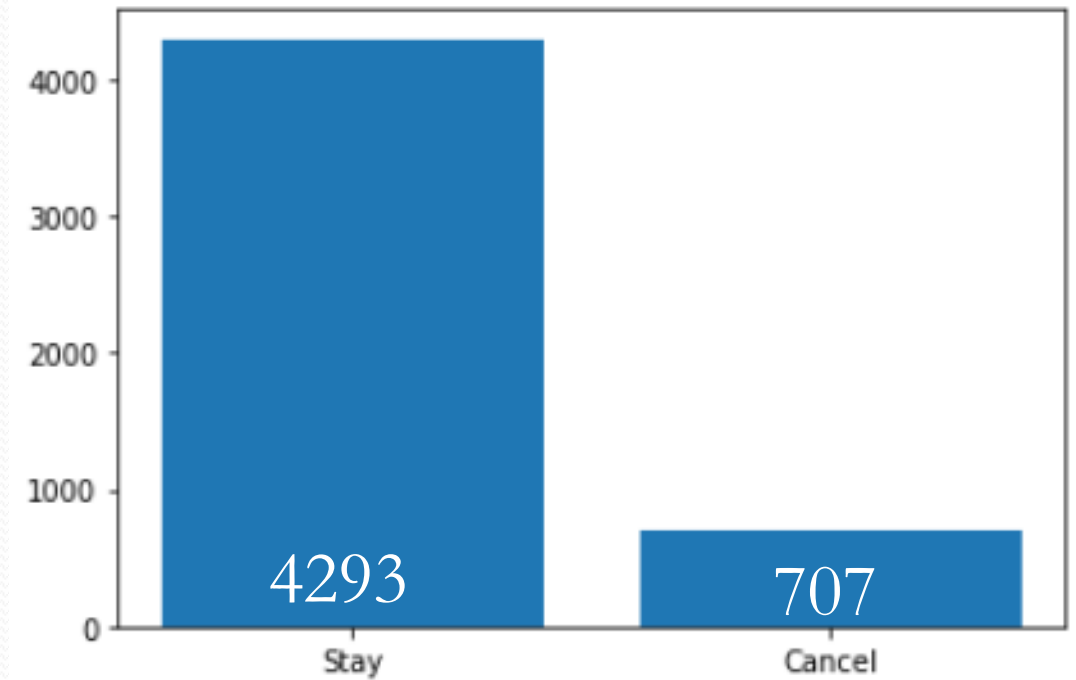


# Predicting Cancellations

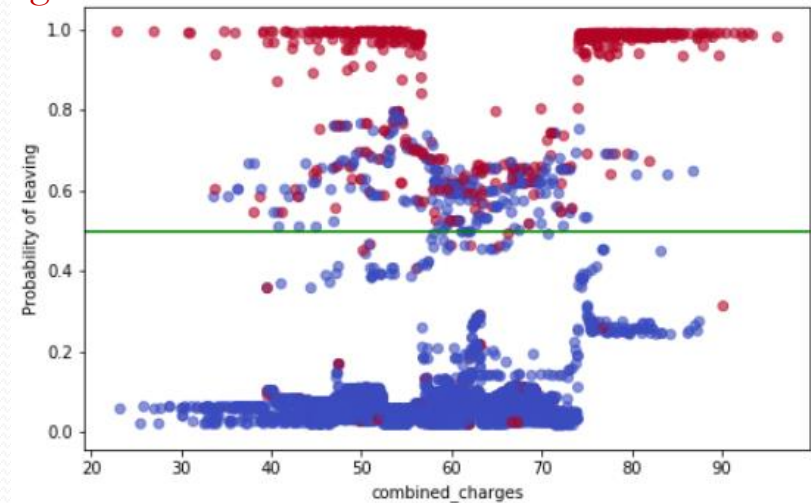
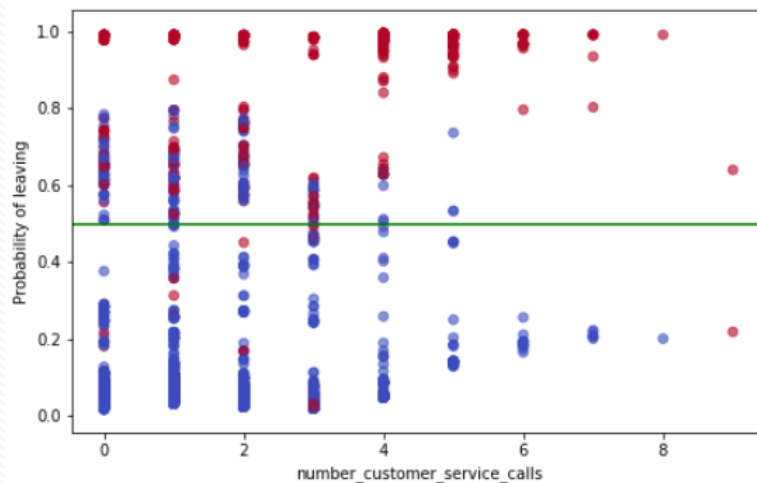
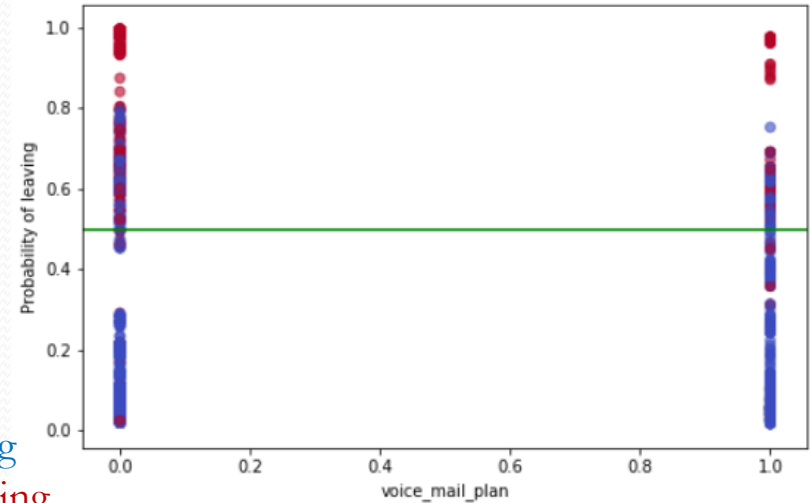
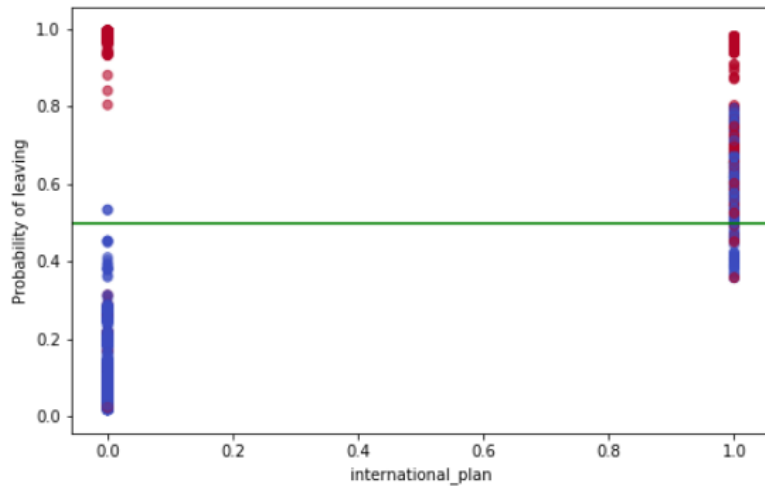
- Understand which items are most significant in causing customers to leave
- Cost/benefit analysis to figure out the best way to retain customers

# Imbalanced Data

- Total Customers:  
5,000
- Customers Staying:  
4,293
- Customers Cancelling:  
707



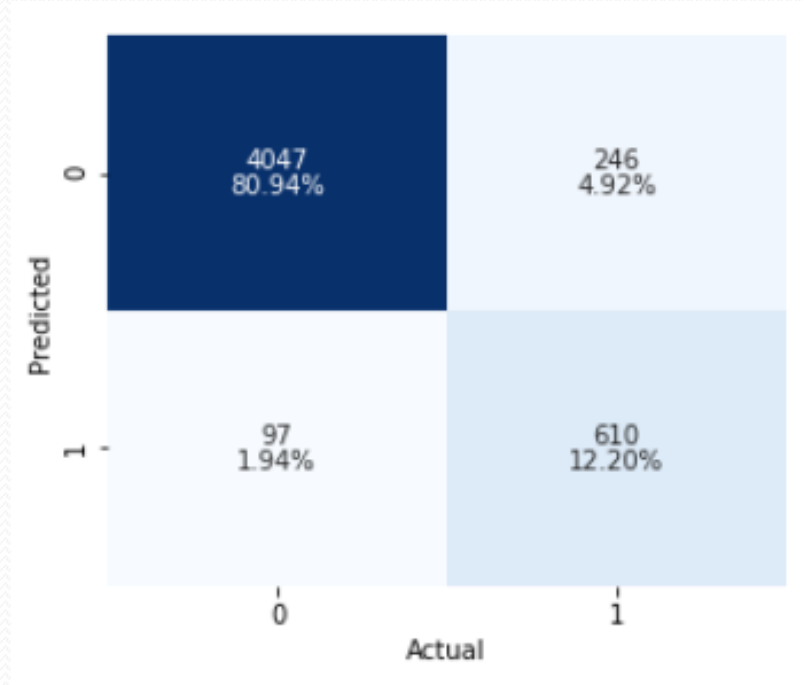
# Most significant factors



Blue = Staying  
Red = Canceling

# Predictions by the Numbers

- 4047 Customers correctly classified as staying
- 610 customers correctly classified as cancelling
- 246 customers incorrectly classified as leaving
- 97 customers incorrectly classified as staying



# Recommendations

- Average bill = \$60
- 24 Month contract brings in \$1440
- Promotion worth = \$500
- Cost / Benefit of \$310,720

# Further Work

- Identify the best promotion amount to retain customers
- Identify the best promotions to offer:  
i.e discounted phone, discount on plan etc.

Thank you very much  
for joining me!

*Levi Raichik*