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HW- Customer Churning Prediction

For this dataset, I predicted if a customer will churn or not by using only two features and these are ‘Contract’ and ‘tenure’ columns. For the ‘Contract’ feature, it has three possible values:

* Two year
* One year
* Month-to-month

Meanwhile, for the ‘tenure’ feature, its data type is *int64* so the values may vary.



So, for my prediction, I assume that if a customer has a two-year contract, and is over the mean of the values in the ‘tenure’ column, he/she is unlikely to churn anymore because, maybe, he/she has been satisfied already with the product that’s why he/she is ready to go for long-term (unless there will be external factors that might force him/her to churn). On the other side, if a customer’s contract is only one year or month-to-month basis and is below the mean of the values in the ‘tenure’ column, he/she is most likely still getting the feel of the service and the decision whether he/she will go for long term is still questionable. Thus, they are the ones who have the high possibility of churning.

The reason why I didn’t choose the different kinds of services as my key factors for my prediction is that I don’t really think we can assess it using them unless we put weights on each of the service offered by the telecom. Consequently, I only used the features which entail time/duration like *contract* and *tenure* since it gives me more idea whether a customer is staying or not based on his commitment.

For my final results, 52.4% will not churn and 47.6% will churn.