

Machine Learning Churn Prediction Report

Best Model: Logistic Regression

Logistic Regression: Accuracy=1.00, F1=1.00

Random Forest: Accuracy=1.00, F1=1.00

Gradient Boosting: Accuracy=1.00, F1=1.00

Decision Tree: Accuracy=1.00, F1=0.99

CONCLUSIONS:

1. The model identifies high-risk customers based on behavior.
2. Accuracy and Recall are prioritized to minimize false negatives.
3. This model is ready for deployment in the retention dashboard.