# 2. Resultados del modelo Logit

Tabla 2. Resultados del modelo Logit - Probabilidad de Churn

| **Variable** | **Estimación** | **Error estándar** | **Valor z** | **Valor p** | **IC 2.5%** | **IC 97.5%** |
| --- | --- | --- | --- | --- | --- | --- |
| (Intercept) | -2.7627 | 0.1069 | -25.8412 | 0.0000 | -2.9767 | -2.5574 |
| customer\_age\_months | 0.0127 | 0.0054 | 2.3659 | 0.0180 | 0.0019 | 0.0230 |
| chi\_month0 | -0.0047 | 0.0012 | -3.8076 | 0.0001 | -0.0071 | -0.0023 |
| chi\_change\_0\_1 | -0.0103 | 0.0025 | -4.1526 | 0.0000 | -0.0151 | -0.0054 |
| support\_cases\_month0 | -0.1524 | 0.1049 | -1.4523 | 0.1464 | -0.3825 | 0.0285 |
| support\_cases\_change\_0\_1 | 0.1703 | 0.0905 | 1.8814 | 0.0599 | 0.0137 | 0.3686 |
| sp\_month0 | 0.0159 | 0.1022 | 0.1559 | 0.8761 | -0.1837 | 0.2172 |
| sp\_change\_0\_1 | -0.0519 | 0.0785 | -0.6615 | 0.5083 | -0.2060 | 0.1021 |
| logins\_change\_0\_1 | 0.0003 | 0.0021 | 0.1383 | 0.8900 | -0.0042 | 0.0039 |
| blog\_change\_0\_1 | 0.0003 | 0.0196 | 0.0148 | 0.9882 | -0.0444 | 0.0251 |
| views\_change\_0\_1 | -0.0001 | 0.0000 | -2.6966 | 0.0070 | -0.0002 | 0.0000 |
| days\_since\_last\_login\_change\_0\_1 | 0.0172 | 0.0043 | 4.0203 | 0.0001 | 0.0091 | 0.0259 |

Fuente: elaboración propia con base en datos de QWE Inc.