

# TELECOM CHURN RATE

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# Questions to Explore on Churn Rate

My goal in this project is to figure out what features are causing customer churn at a Telecom company and create a predictive model to help them in the future predict if a customer will cancel their account based on the important features I discovered in my model.

How does the location of the clients affect churn?

Is the International charges priced competitively by minutes enough to keep customers?

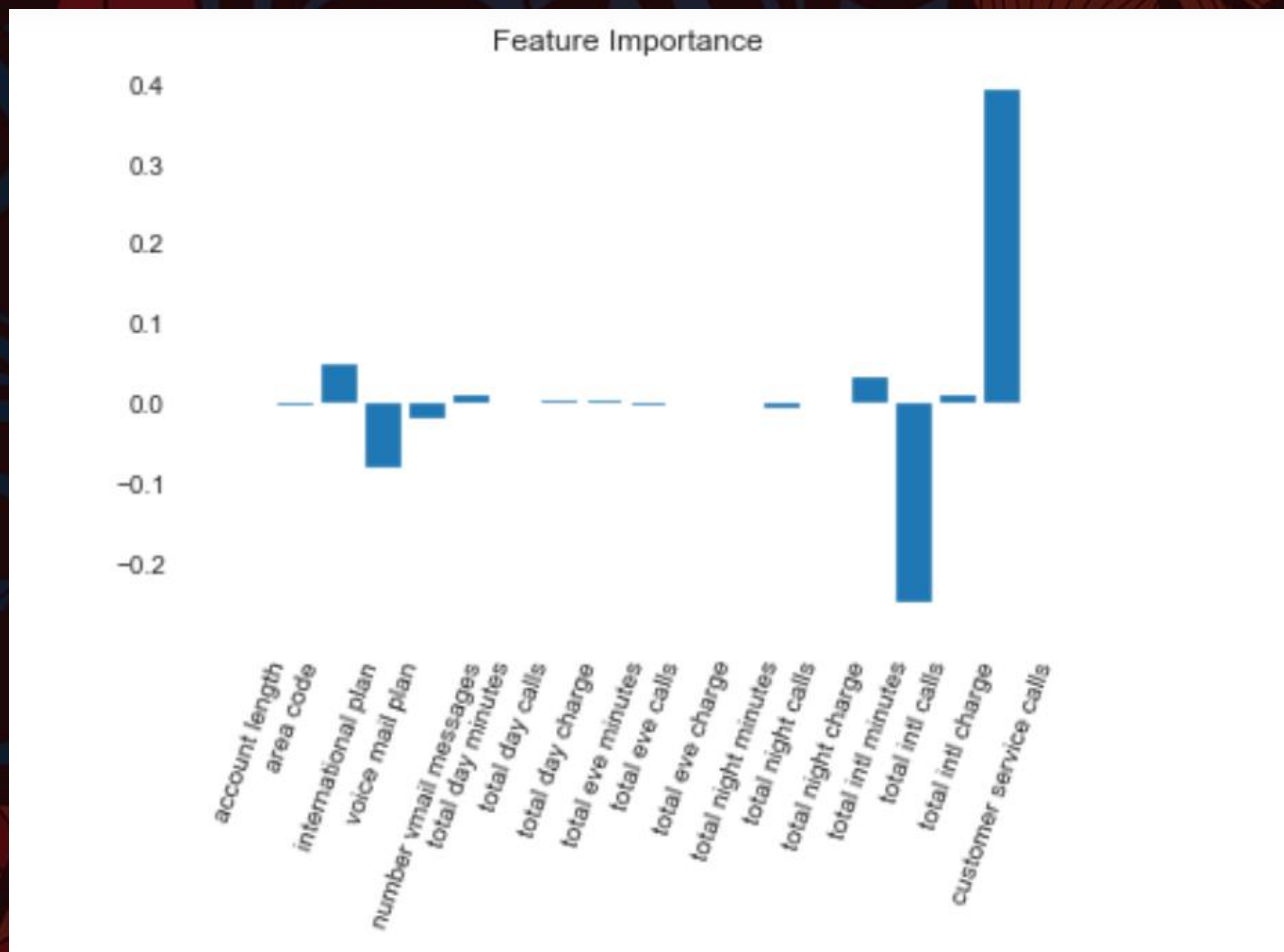
## Question 2

## Question 1

## Question 3

How does the international plan affect the churn rate?





## Important Features Discovered from Logistic Regression Modeling

Accuracy score of:  
66%

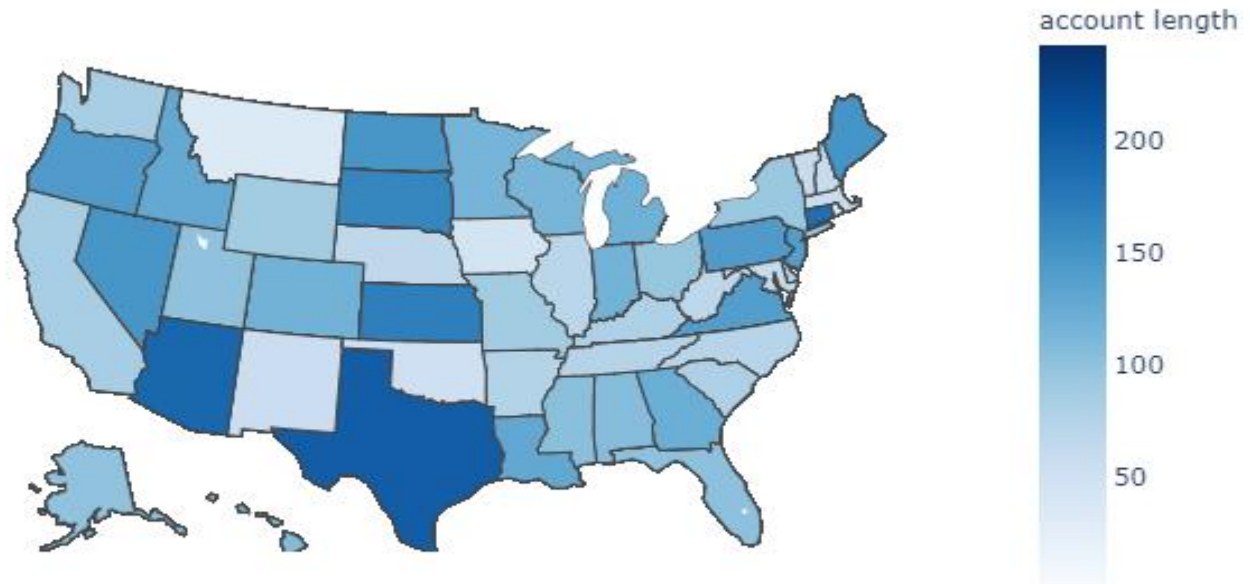
Top Features to Explore Further:

1. Total International Charge
2. Area Code
3. Total International Minutes
4. International Plan

## Question 1: How does the location of the clients affect churn?

States with the highest amount of customers

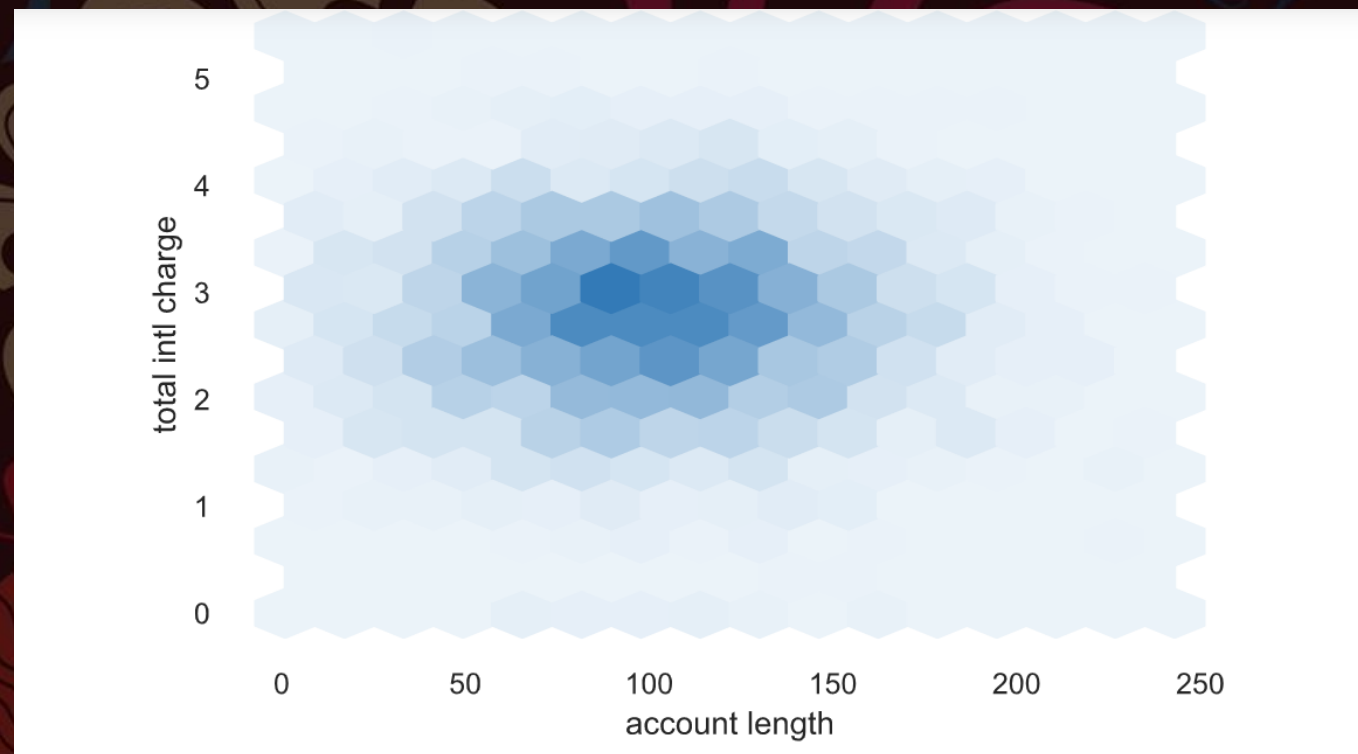
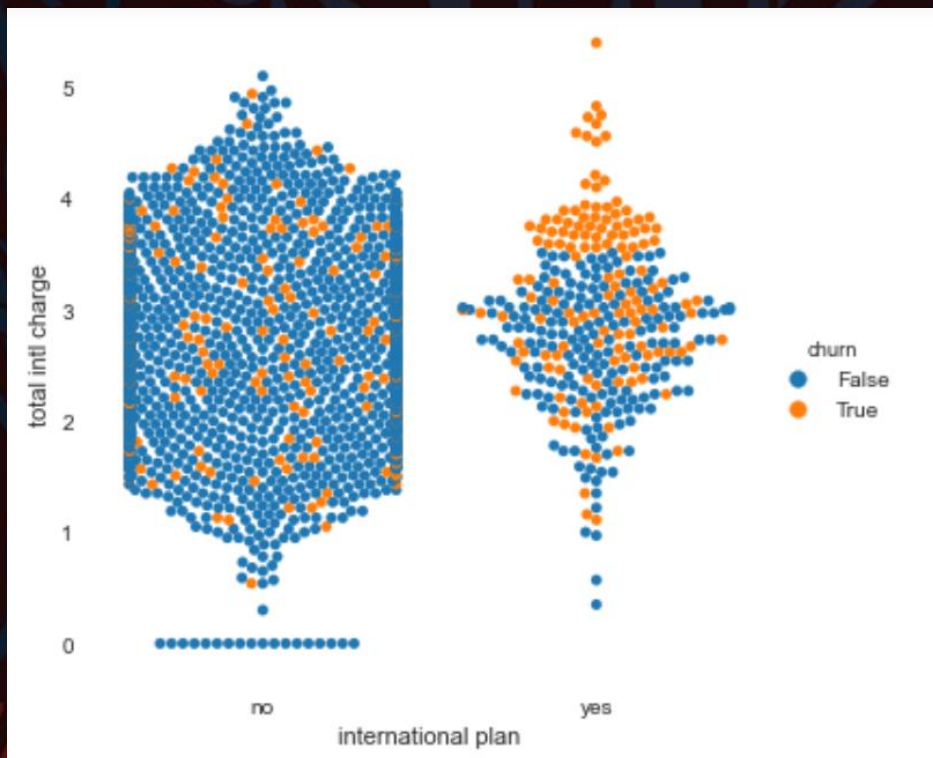
1. West Virginia - 106
2. Minnesota - 84
3. New York - 83
4. Alabama - 80
5. Wisconsin - 78



There are lower account lengths for states who are not typically known to be big business areas.

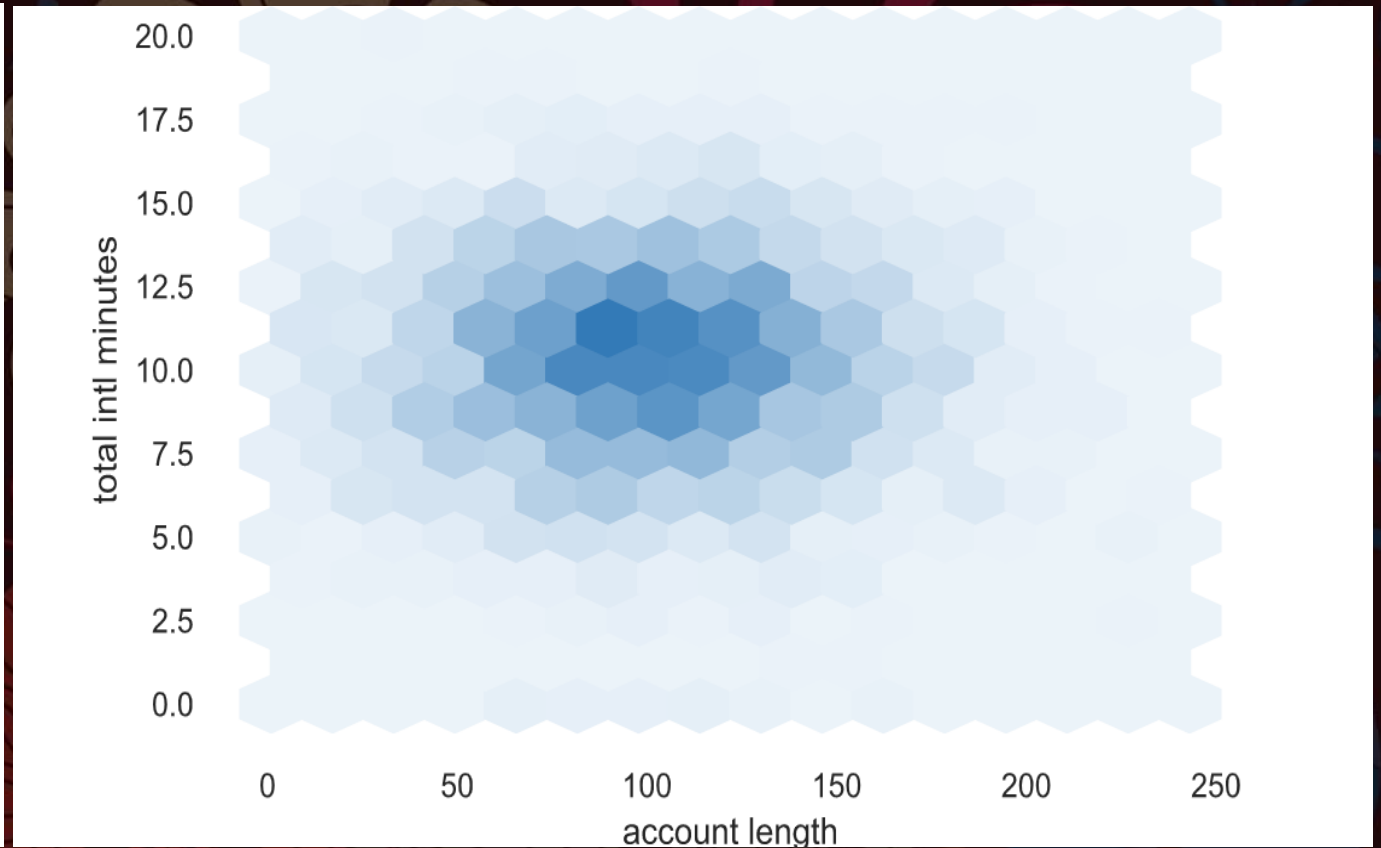
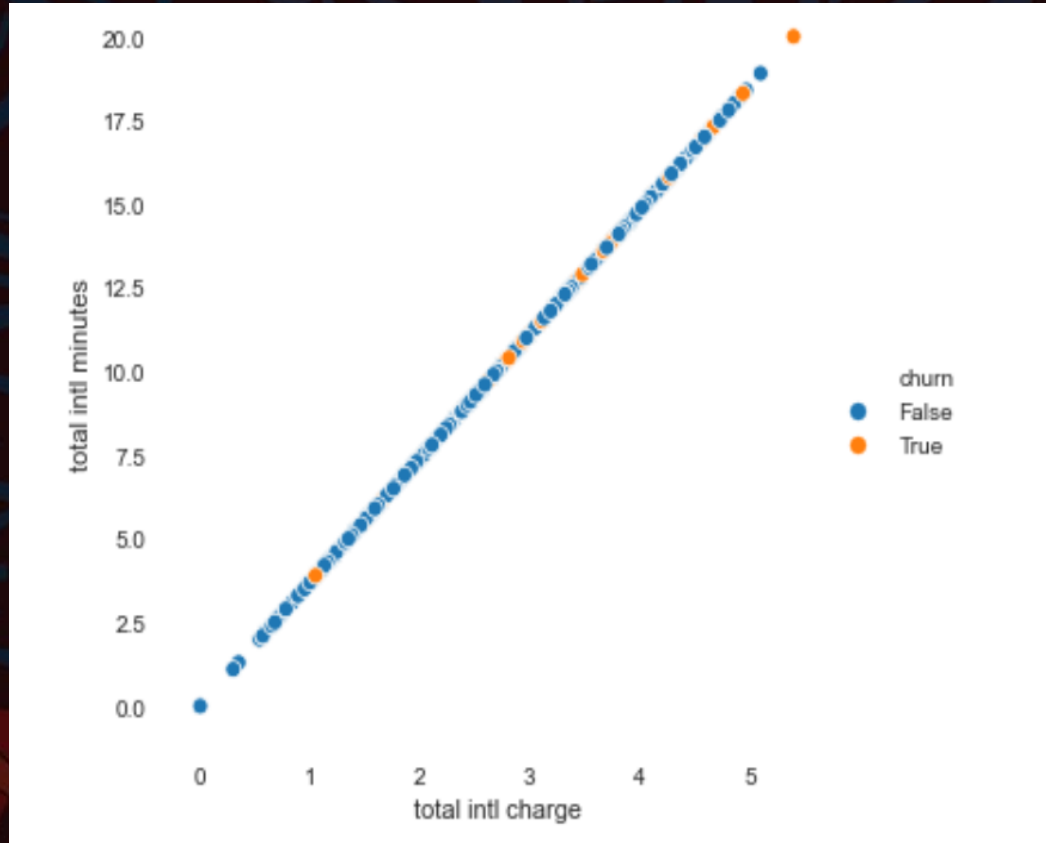


## Question 2: How does the international plan affect the churn rate?



There are higher customer churn with customer with international plans when their total international charges are 3.5 and higher a month. There is a sweet spot for accounts staying active when the total international charges are between 2 and 3.5 a month.

Question 3: Is the International charges priced competitively by minutes enough to keep customers?



There are higher customer churn when the customer uses more than 10 minutes a month on the international plan. The average account length uses around 7.5 to 13 international minutes a month.



# Recommendations

Based on my findings, I recommend the following:

Create a better International Plan for their customers

Refocus on who your target market is to increase poor customer/product fit and watch out for competitors and conduct a SWOT analysis

## Recommendation 2

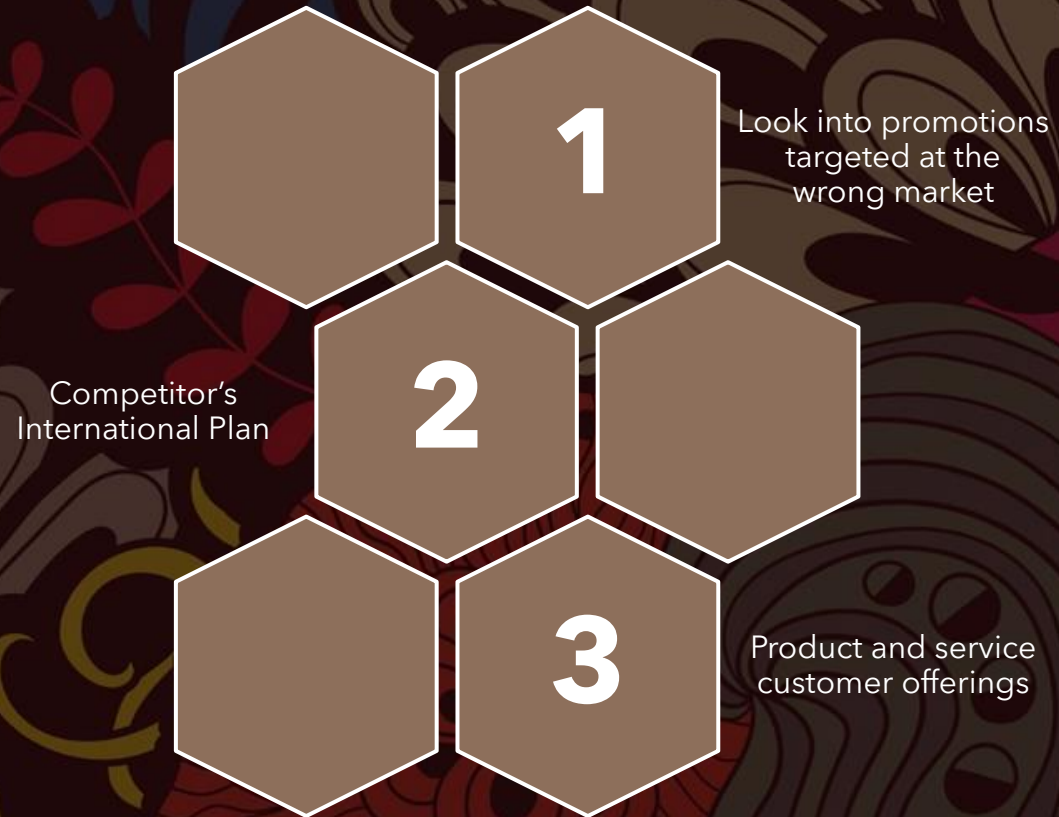
### Recommendation 1

Optimize your pricing for a better value

### Recommendation 3



# Future Work





THANK YOU!

