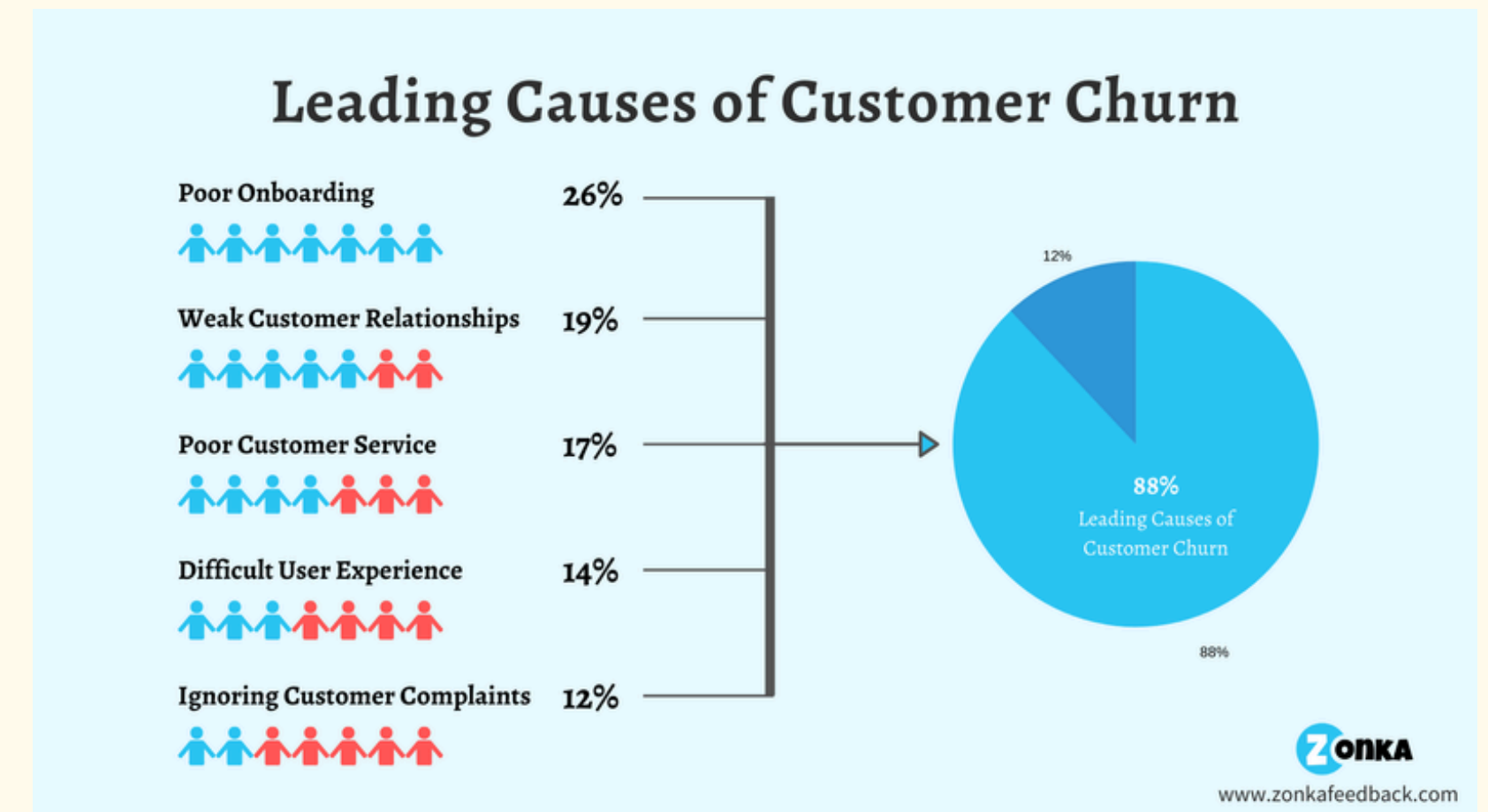
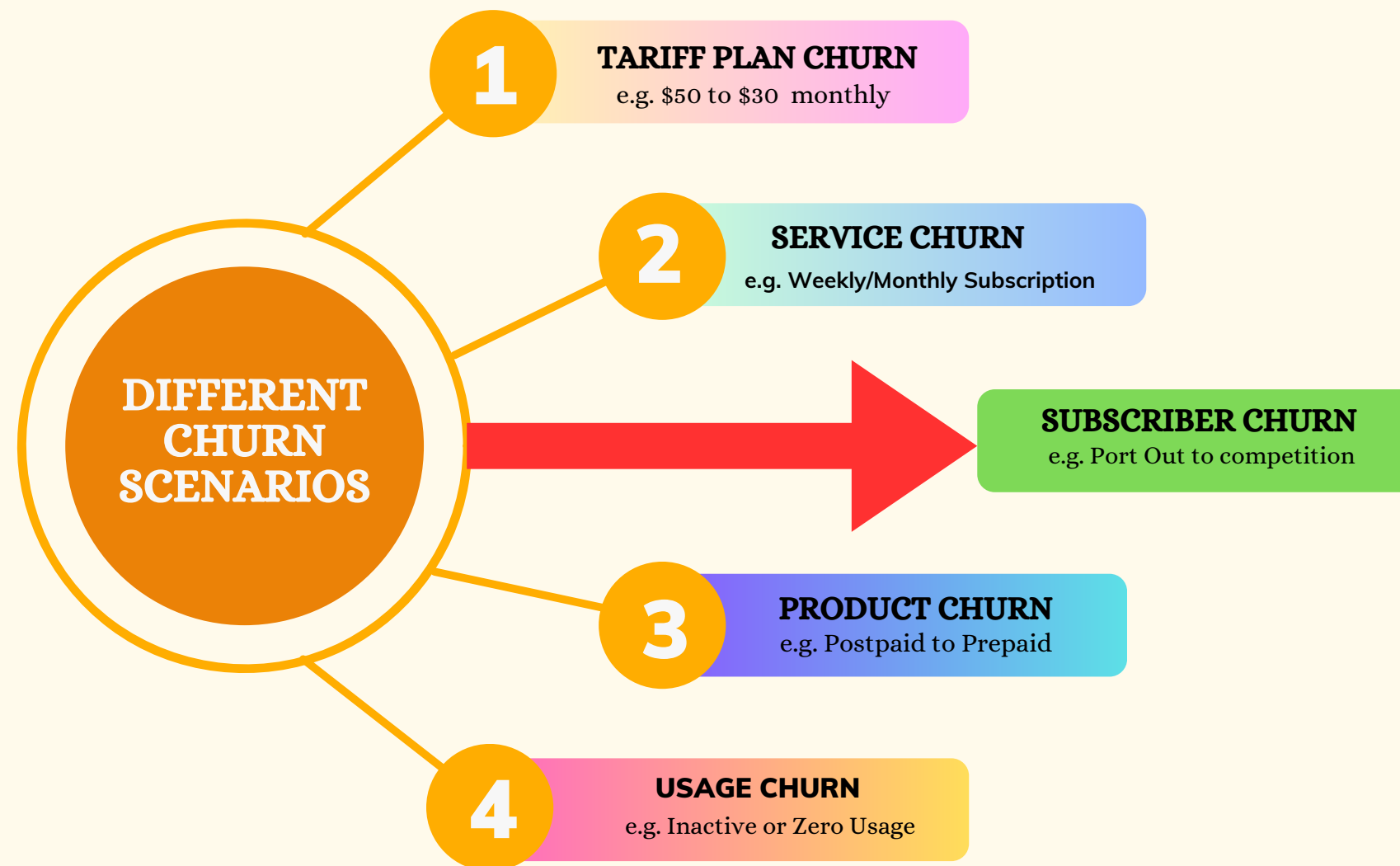
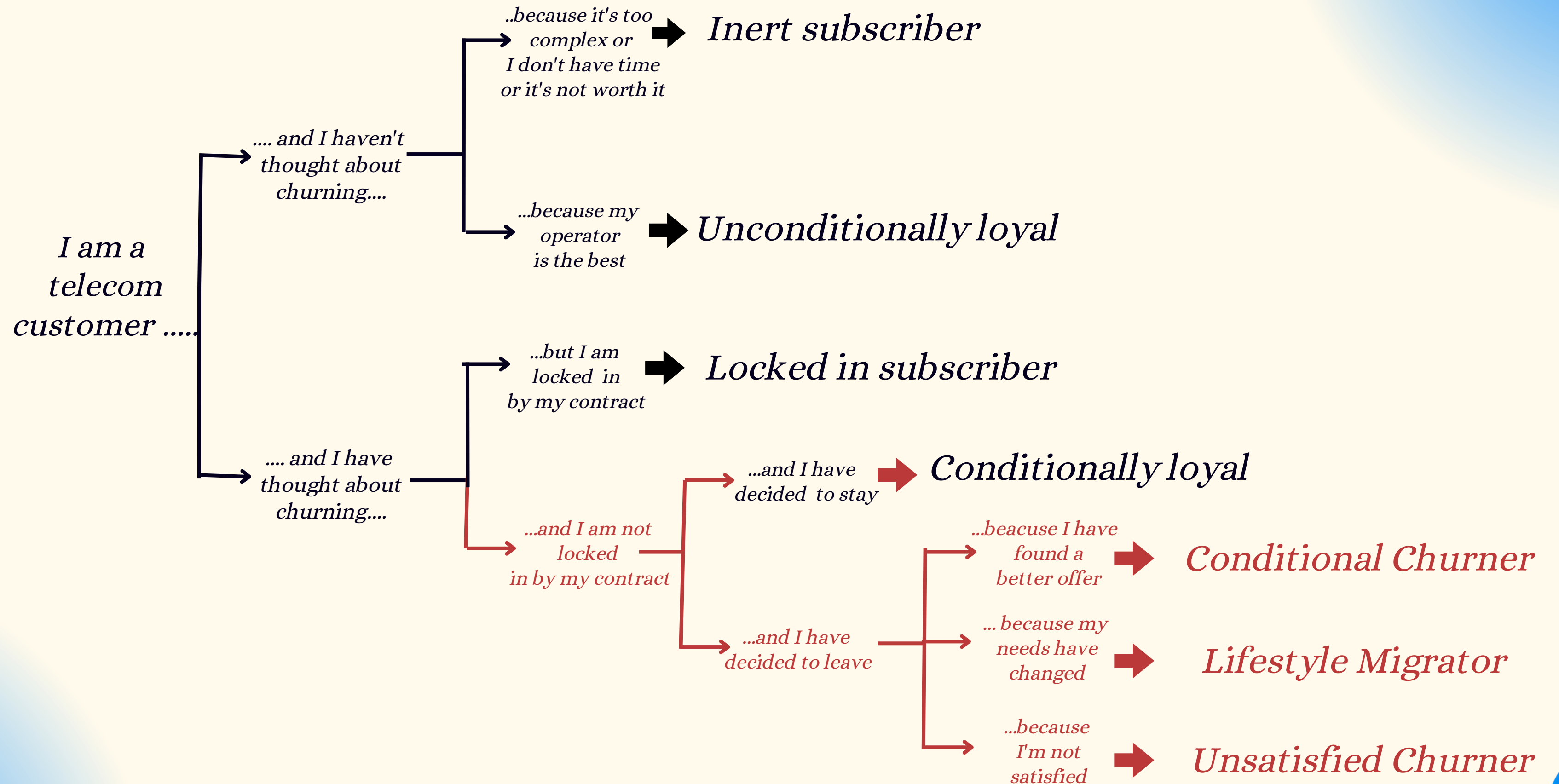


THE REAL PROBLEM

In today's competitive market, keeping customers is crucial for business growth. Customer churn, when customers leave a service, is a big problem for many industries, especially telecom.



CUSTOMER SUBSCRIPTION CYCLE



PURPOSE OF THE PROJECT

Develop a machine learning model integrated into a real-time dashboard to predict customer churn in the telecom industry, aiding in proactive retention strategies.



01

Data-Driven
Decisions



02

Enhance Loyalty and
Satisfaction



03

Reduce Churn &
Retain Customers

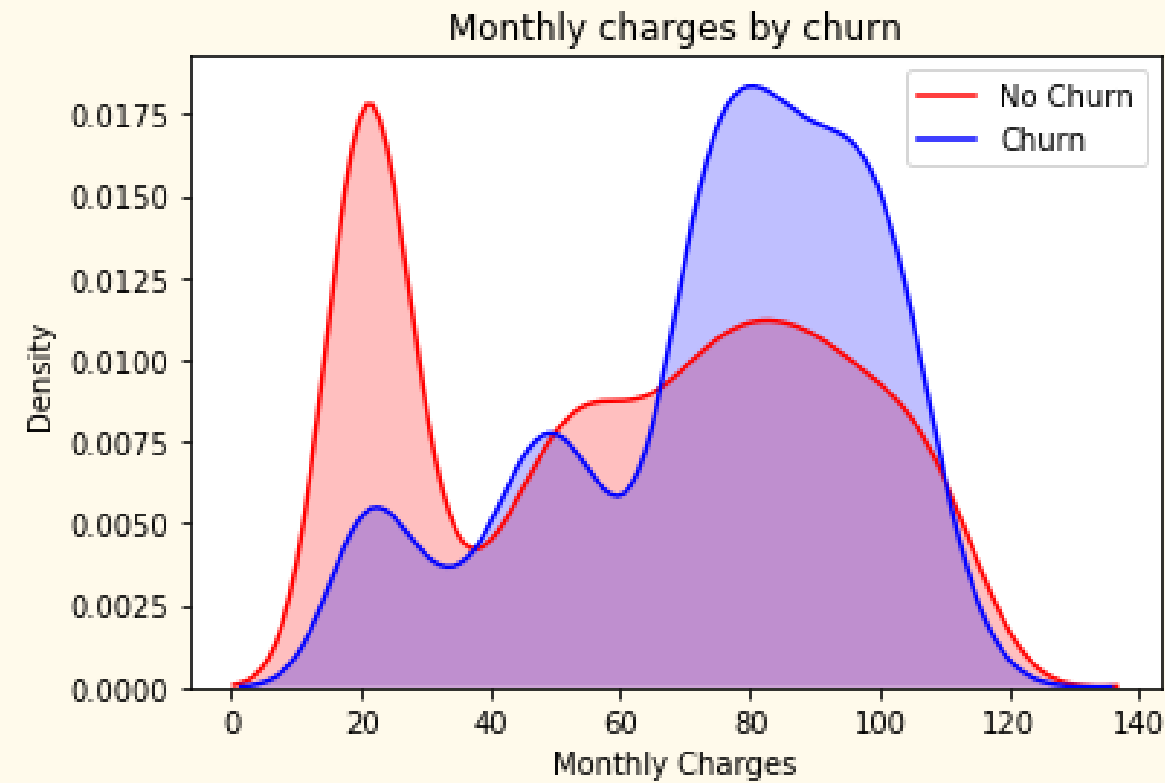


04

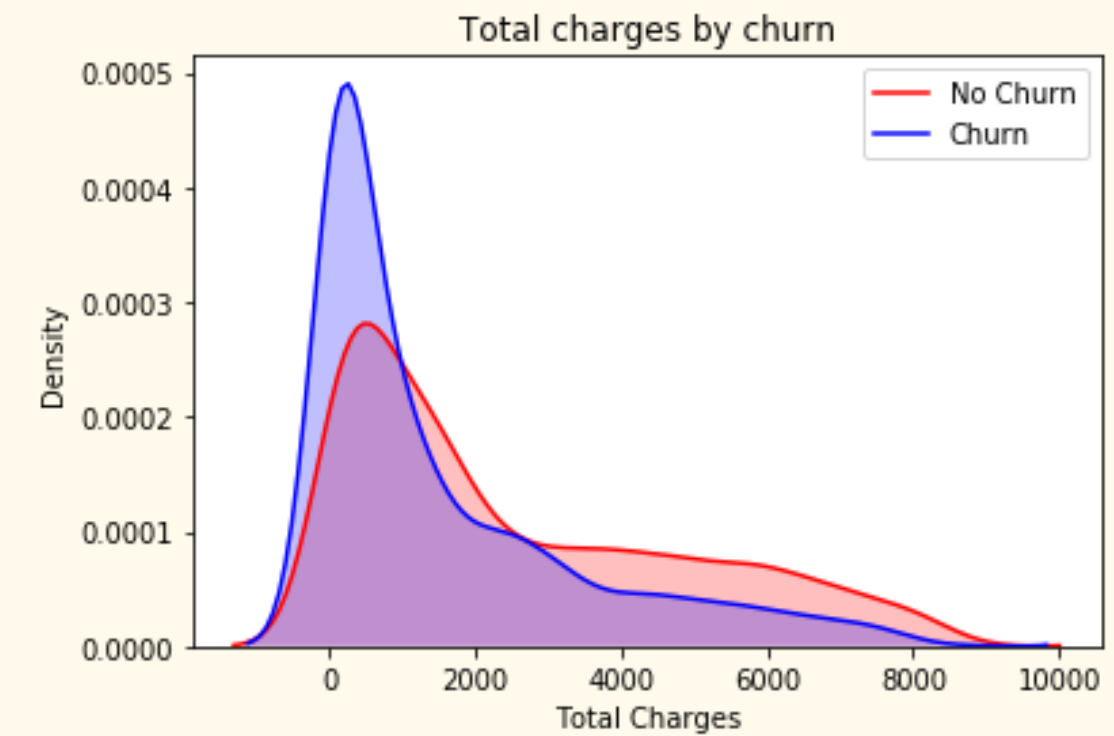
Optimize Revenue and
Compete Effectively

DATA VISUALISATION AND MODEL BUILDING

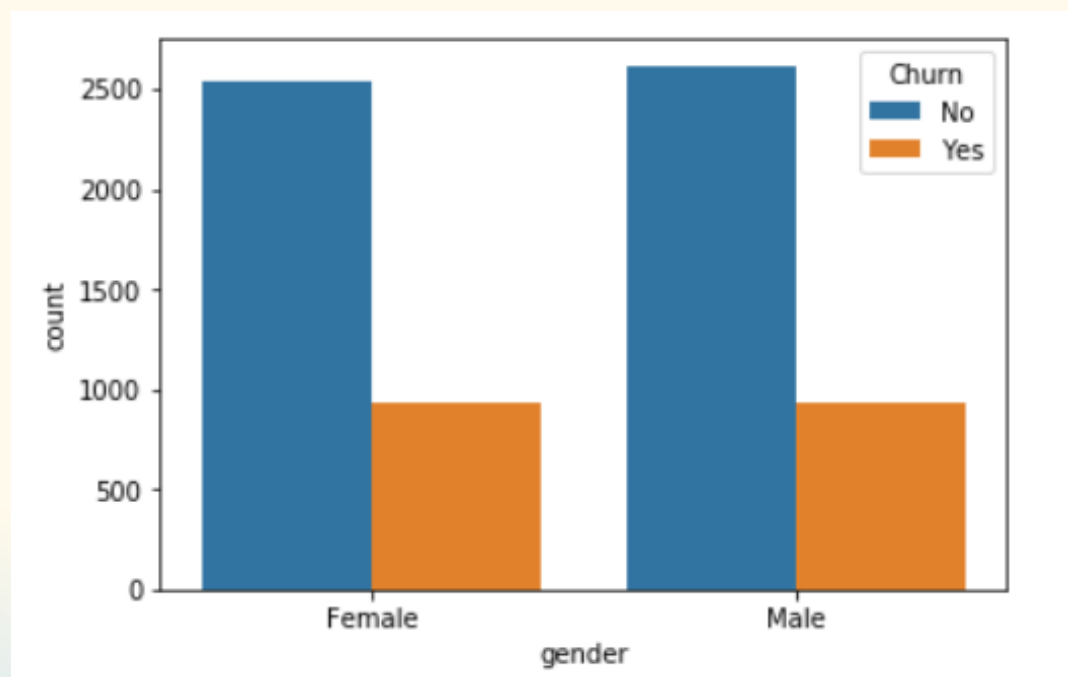
Exploratory Data Analysis (EDA)



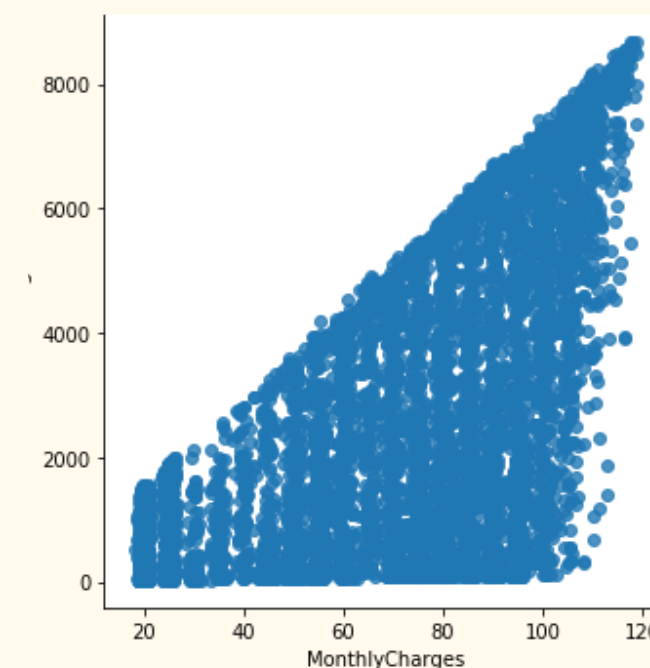
Insight: Churn is high when Monthly Charges are high



Insight: as higher Churn at lower Total Charges



Insight: Gender has no impact on churn



Insight: Total Charges increase as Monthly Charges increase

MODEL DEPLOYMENT

Smoteenn fit_re... Meet - qka-... file:///Users/mehul/Documents/churn.../home.html

Telecom Churn Predictor

Senior Citizen:

Yes

Monthly Charges:

99

Total Charges:

1299

Contract:

Month-to-Month

Tech Support:

Yes

Tenure:

2

Predict

Customer will churn. Likelihood: 39%

REAL-TIME DASHBOARD

CHURN PREDICTOR & ANALYSIS

7043

TOTAL CUSTOMERS

1869

CHURNED CUSTOMERS

27%

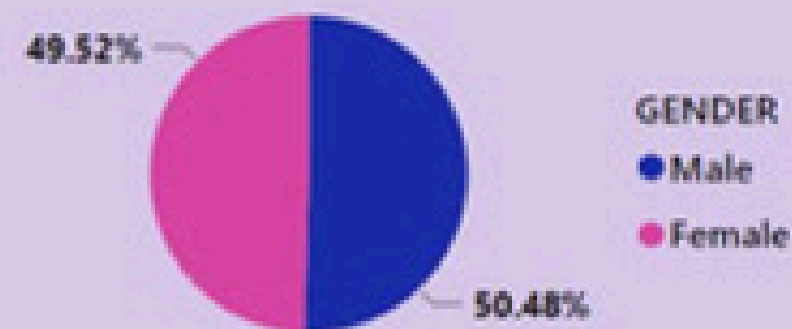
CHURN RATE

MODE OF PAYMENT

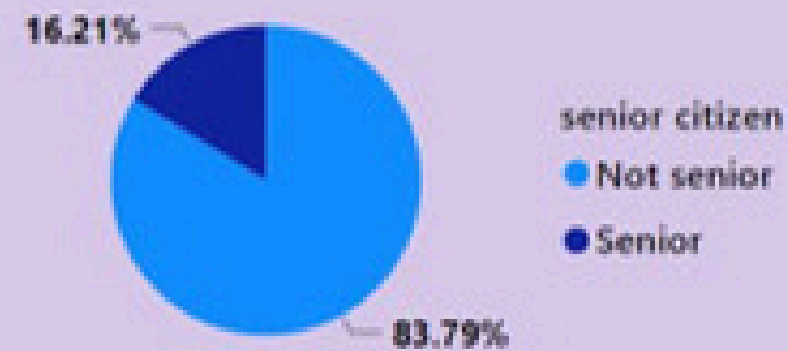
All

EXPLORING USAGE TRENDS

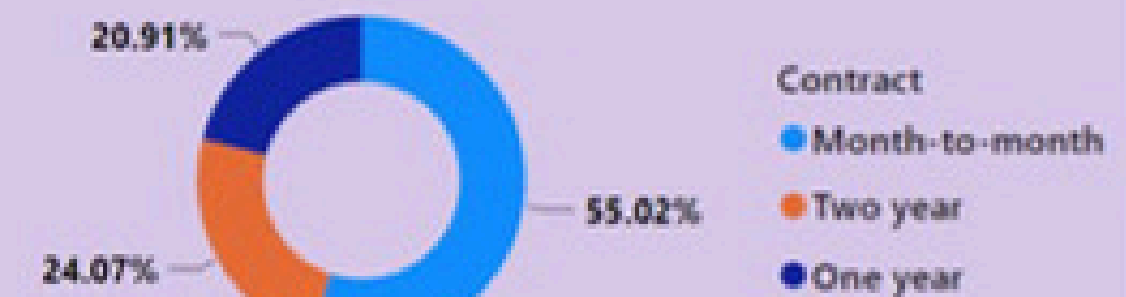
OVERALL GENDER DISTRIBUTION



CLASSIFICATION BY AGE

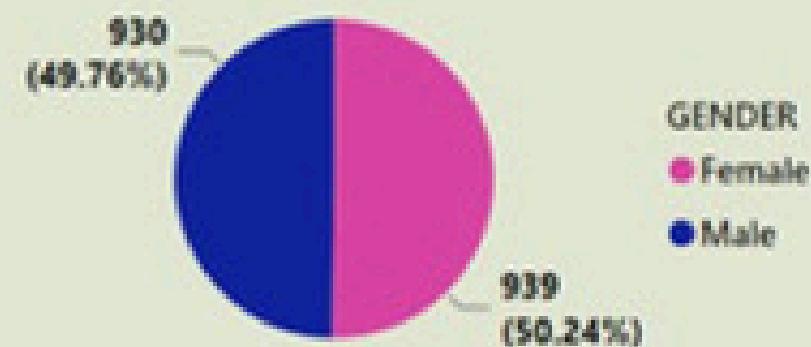


OVERALL CONTRACT DYNAMICS

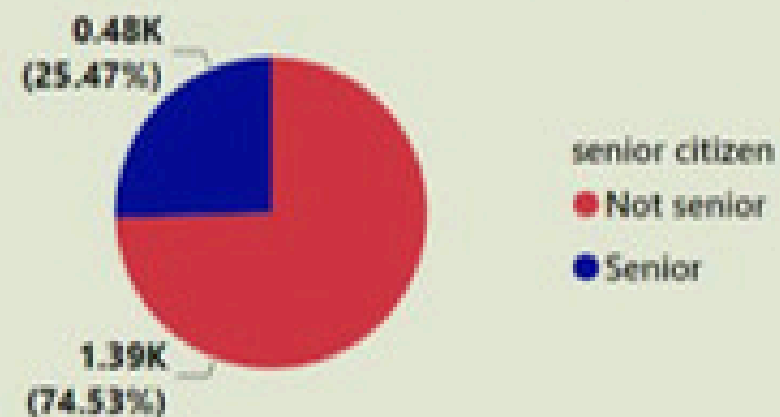


ANALYZING CHURN TRENDS

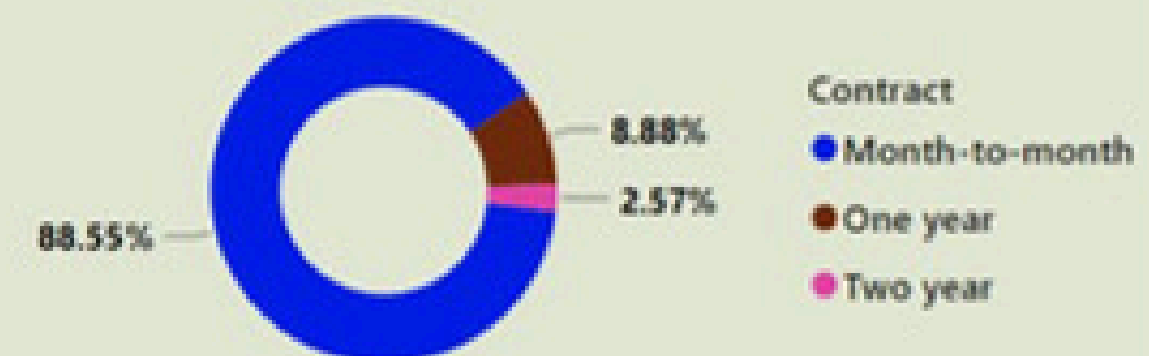
CHURNED GENDER DISTRIBUTION



% OF CHURN ACCORDING TO AGE



CHURNED CONTRACT DYNAMICS



BUSINESS MODEL

