

**Team
Gradlers**

ENHANCING CUSTOMER EXPERIENCE

Using Customer Churn Prediction and Prevention through
Recommendation Engines

PROBLEM

- Customer churn is a big concern for telecom service providers.
 - Full Cost of Customer Churn =
Lost Revenue + Marketing Costs.
-

SOLUTION

Ability to predict customers at high risk of churning while there is still time to retain them represents huge additional potential revenue.

FEATURES

- Predicting in advance which customers are going to churn.
 - Know which marketing actions will have the greatest retention impact.
-

**NEVER LET
YOUR
CUSTOMERS
GO AWAY!**

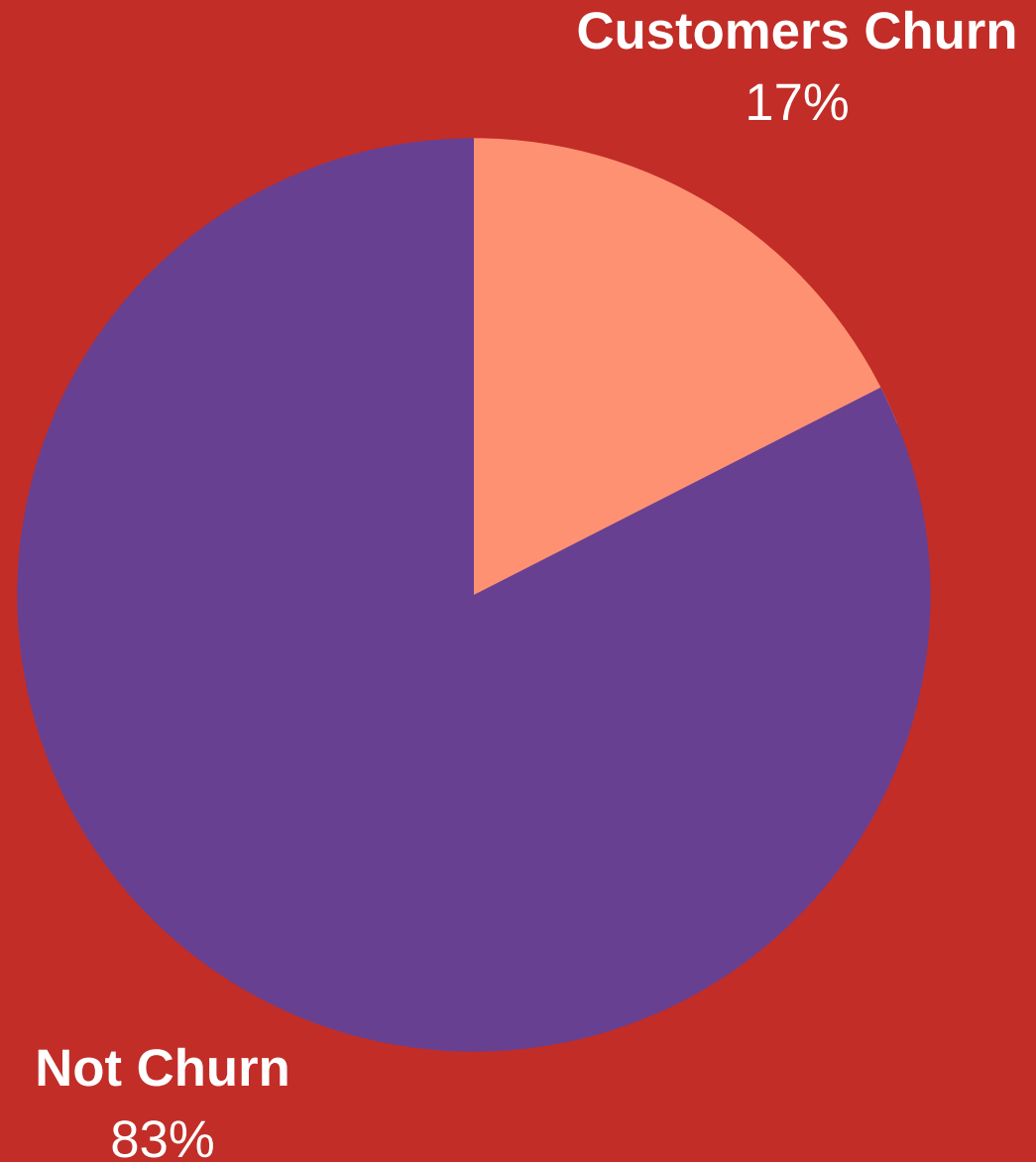
1. Who are Loyal and satisfied
2. Who make multiple purchases
3. Who promote your brand



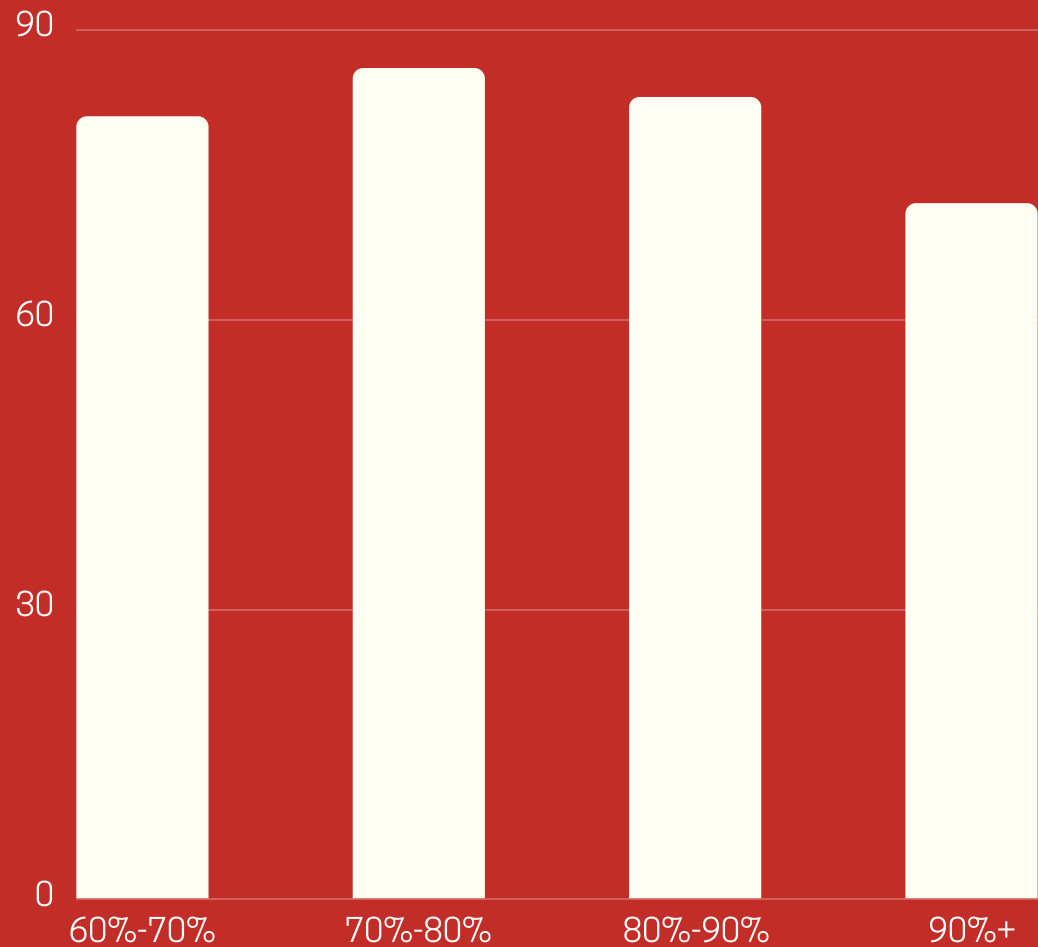
ANALYSIS

- Accuracy - 94.4 %
 - Precision - 0.92 ($tp/tp+fp$)
 - Recall - 0.68 ($tp/tp+fn$)
-

CUSTOMER CHURN BINARY ANALYSIS



CUSTOMER CHURN PROBABILITY ANALYSIS



Questions?

Thank you!