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README

SyriaTel Telecom Customer Churn Prediction

Project Overview

This project analyzes telecom customer data to predict churn using machine learning techniques. The goal is to identify customers likely to leave and propose data-driven retention strategies.

Dataset

- Telecom customer dataset
- Target variable: Churn
- Features include:
 - Demographics
 - Tenure
 - Contract type
 - Monthly and total charges
 - Services subscribed

Methodology

1. Data cleaning and preprocessing
2. Exploratory Data Analysis (EDA)
3. Feature encoding and scaling
4. Train-test split
5. Logistic Regression modeling
6. Decision Tree modeling
7. Model evaluation using accuracy and confusion matrix

Key Findings

- Customers with short tenure are more likely to churn.

- Month-to-month contracts have higher churn rates.
- Higher monthly charges increase churn probability.

Business Recommendations

- Offer incentives for long-term contracts.
- Provide loyalty programs for new customers.
- Use predictive scoring to proactively retain high-risk customers.



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Languages

- Jupyter Notebook 100.0%