

mophat524 / SyriaTel-Telecom-Customer-Churn-Prediction

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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

- Data cleaning and preprocessing
- Exploratory Data Analysis (EDA)
- Feature encoding and scaling
- Train-test split
- Logistic Regression modeling
- Decision Tree modeling
- 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.

### Releases

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### Languages

- Jupyter Notebook 100.0%