### Context

"Predict behavior to retain customers. You can analyze all relevant customer data and develop focused customer retention programs." [IBM Sample Data Sets]

### Data

<https://www.kaggle.com/blastchar/telco-customer-churn>

Each row represents a customer, each column contains customer’s attributes described on the column Metadata.

The data set includes information about:

* Customers who left within the last month – the column is called Churn
* Services that each customer has signed up for – phone, multiple lines, internet, online security, online backup, device protection, tech support, and streaming TV and movies
* Customer account information – how long they’ve been a customer, contract, payment method, paperless billing, monthly charges, and total charges
* Demographic info about customers – gender, age range, and if they have partners and dependents

Expected metrics :

* [Accuracy](https://turi.com/learn/userguide/evaluation/classification.html#accuracy)
* [Confusion matrix](https://turi.com/learn/userguide/evaluation/classification.html#confusion_matrix)
* [Precision and Recall](https://turi.com/learn/userguide/evaluation/classification.html#precision_recall)
* [F-Scores](https://turi.com/learn/userguide/evaluation/classification.html#f_scores)
* [Receiver operating characteristic (ROC) curve](https://turi.com/learn/userguide/evaluation/classification.html#roc_curve)
* [Area under curve (AUC) ("curve" corresponds to the ROC curve)](https://turi.com/learn/userguide/evaluation/classification.html#auc)