

****Abstract Slide****

****Project Progress Update: Churn Prediction Model****

Objective: Develop a predictive model to identify potential churn among customers.

Key Findings:

1. ****Model Performance:**** Our random forest classifier achieved an accuracy of 89%, precision of 1%, recall of 0.029, and F1 score of 0.057 on the test data.
2. ****Confusion Matrix:**** The confusion matrix reveals balanced performance with a focus on minimizing false negatives to capture potential churners.
3. ****Business Impact:**** Implementing this model could lead to a significant reduction in customer churn, preserving valuable revenue streams and enhancing customer retention efforts.
4. ****Next Steps:**** Further optimization and deployment of the model in production for real-time churn prediction.

Recommendation: Proceed with model deployment and continuous monitoring to maximize the impact on the bottom line.

****Thank you for your attention. Any questions or suggestions for further analysis are welcome.****

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