

A decorative network diagram in the top-left corner of the slide. It features a complex web of interconnected nodes and lines. The nodes are represented by small circles, some of which are solid blue, some are solid grey, and some are hollow with a blue outline. The lines connecting them are thin and grey. The overall shape of the network is roughly triangular, pointing towards the top-left corner.

Customer Churn:

Keeping Customers
in Your Network

A decorative network diagram in the bottom-right corner of the slide. It features a complex web of interconnected nodes and lines. The nodes are represented by small circles, some of which are solid blue, some are solid grey, and some are hollow with a blue outline. The lines connecting them are thin and grey. The overall shape of the network is roughly triangular, pointing towards the bottom-right corner.

Motivation

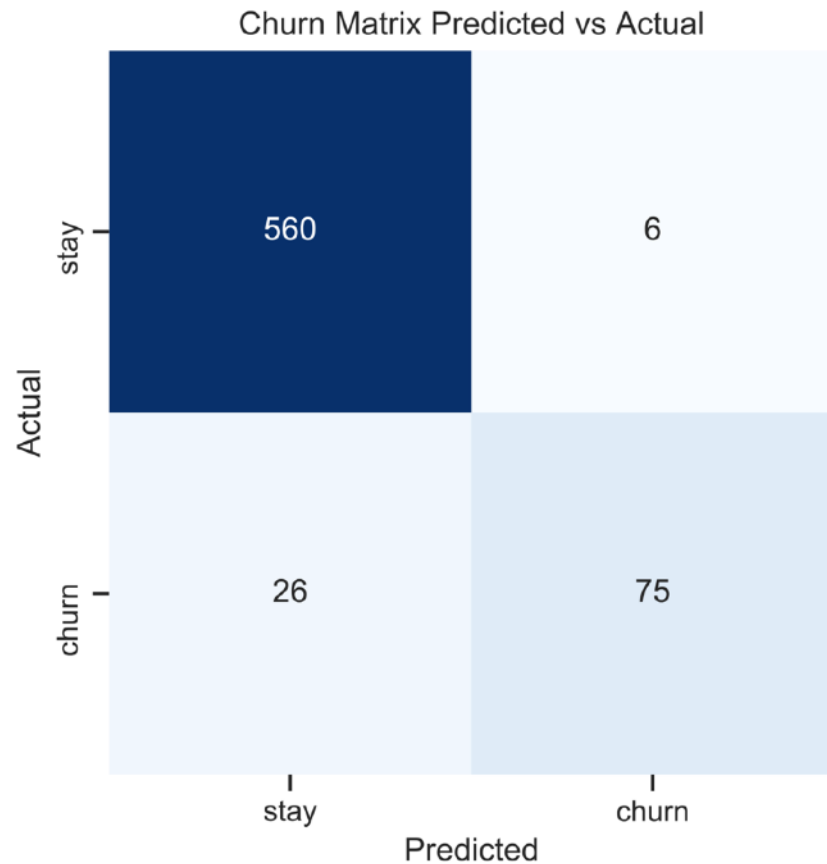
- Cost for companies & customers
- Opportunity to engage
- Improve customer satisfaction

Predictable?

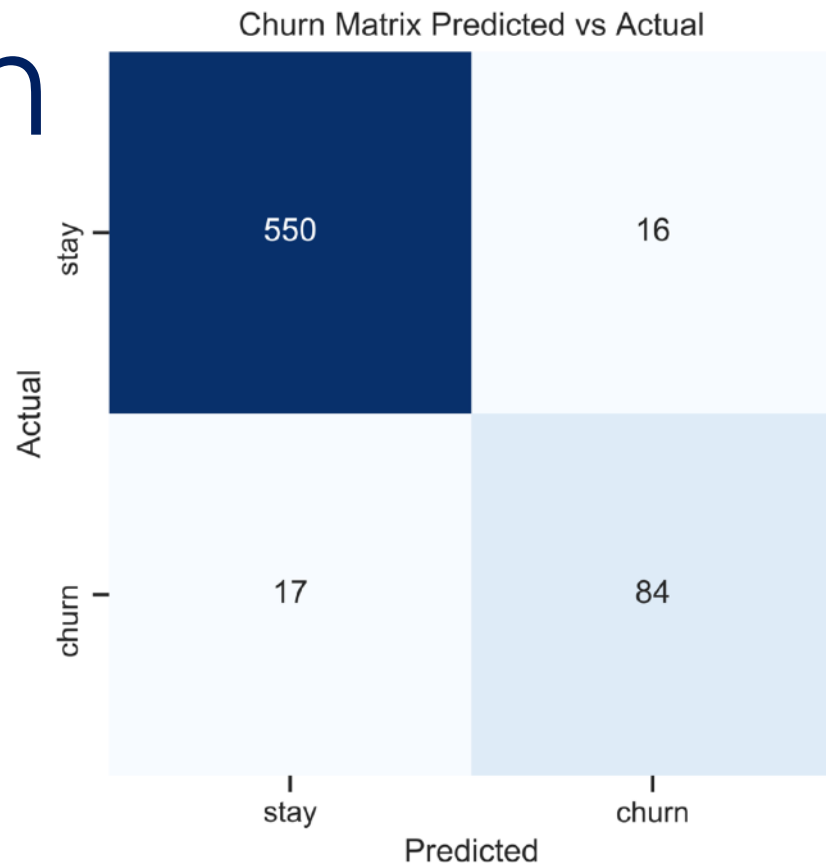
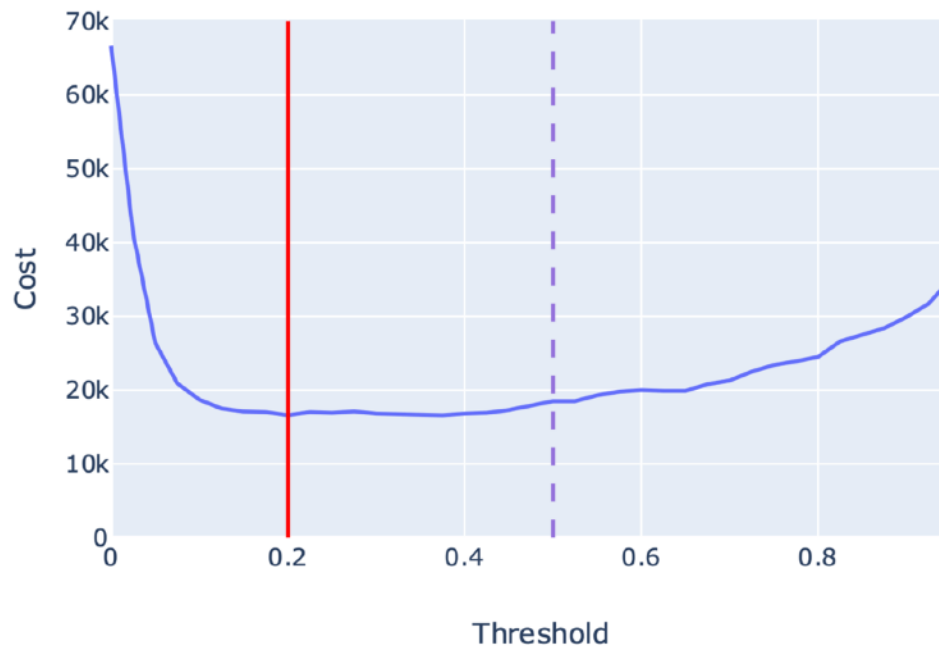
- Dataset: 3300 Obs. 19 Features
- Test several models
- Random Forest & XGBoost

Results

- Recall 74%,
- 75 out of 101 correctly predicted with test data



Cost Function



Demo

Welcome to Churn Changer

You may perform the following actions:

- Query a single record

Query

OK

Conclusion

- Churn is predicable
- Do nothing: \$193,000
- Customer incentive: \$81,000
- Potential savings: \$112,000



Next Steps

- Improved Dataset
- Improving model
- Enhance Web Interface
- Integrate with a database

Thank you

Questions?

