**Phase-2 Submission**

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**Institution:** PPG Institute of Technology

**Department:** B.Tech Information Technology

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**GitHub Repository Link:[Repo Link](https://GitHub.com/thilshan-s/NM_Thilshan_DS )**

### **1. Problem Statement**

* *Customer churn is a critical problem that affects long-term revenue and growth in industries like telecommute, banking, and subscription-based services. This project aims to solve a* ***binary classification*** *problem: predicting whether a customer will churn (i.e., leave the service) based on demographic and service usage features.*
* *Understanding churn behavior helps businesses reduce customer acquisition costs and improve retention strategies by proactively identifying high-risk customers.*

**2. Project Objectives**

* *Predict customer churn using machine learning classification models and important features that contribute to churn.*
* *Build interpret-able models that can be used for decision-making.*
* *Evaluate and compare different ML algorithms based on precision, recall, and F1 score.*
* *Deliver a functional model ready for integration with business dashboards.*

### **3. Flowchart of the Project Workflow**

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### **4. Data Description**

* ***Data set Name and origin:*** *Telco Customer Churn and kaggle*
* *Dataset Link: [https://www.kaggle.com/datasets/blastchar/telcocustomerchurn]("https:/www.kaggle.com/datasets/blastchar/telcocustomer_x0002_)*
* ***Type:*** *Structured data*
* ***Records:*** *7043 (raw) → 7032 (preprocessed)*
* ***Features:*** *21 original features → 31 engineered features*
* ***Target Variable:*** *Churn (Yes/No)*
* ***Data set Type:*** *Static*

### **5. Data Preprocessing**

* *Removed customer ID column as it does not influence churn.*
* *Handled missing/invalid entries in Total Charges by converting to numeric and removing invalid rows.*
* *Converted categorical variables using* ***one-hot encoding****.*
* *Normalized numeric fields (TotalCharges, MonthlyCharges) for better model learning.*
* *Ensured all features were numeric for compatibility with ML models.*

### **6. Exploratory Data Analysis (EDA)**

***Uni-variate Analysis:***

* *tenure and Monthly-charges showed diverse distribution.*
* *Most customers have a month-to-month contract and electronic check payment.*

***Bivariate/Multivariate Analysis:***

* *High churn observed among customers with fiber optic internet and month-to-month contracts.*
* *Tenure is inversely related to churn likelihood.*

***Insights Summary:***

* *Contract type, payment method, internet service, and tenure are strong churn indicators.*

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### **7. Feature Engineering**

### *One-hot encoding of categorical variables.*

### *Removed multicellular columns and low-variance features.*

### *No PCA applied as models handled feature count well.*

### *No date features involved; no need for time-based extraction.*

### **8. Model Building**

### ***Models Used:****Logistic Regression*

### *Random Forest Classifier*

### *XGBoost Classifier*

### ***Model Selection Justification:***

### *All selected models are interpret able and suitable for binary classification.*

### *Random Forest and XG Boost help in identifying feature importance.*

### ***Evaluation Metrics:***

### *Accuracy, Precision, Recall, F1-Score, ROC - AUC*

### ***Train-Test Split:*** *80/20 stratified split to maintain class balance.*

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### **9. Visualization of Results & Model Insights**

### ***Confusion Matrix****: Evaluated true positives and false negatives.*

### ***ROC-AUC Curve****: Compared model discriminative power.*

### ***Feature Importance****: Identified top predictors like Contract, tenure, and Internet Service.*

### ***SHAP Values*** *(optional): To interpret individual predictions.*

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### **10. Tools and Technologies Used**

### ***Programming Language: Python***

### ***IDE/Notebook: Google Colab, Jupyter Notebook***

### ***Libraries: pandas, numpy, matplotlib, seaborn, plotly, scikit-learn, xgboost***

### ***Visualization Tools: Sea born, Plot, SHAP***

### ***Optional Deployment: Streamlit (not yet deployed)***

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### **Team Members and Contributions**

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| *NAME* | *ROLE* |
| *Thilshan S* | *Data cleaning* |
| *Dinesh D* | *EDA* |
| *Srimathi B* | *Feature engineering* |
| *Deeksha P* | *Model development* |
| *Tamilarasan B* | *Documentation reporting* |

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