



# Telecom-churn Analysis | Overview

Offer

▼

All▼

PaymentMethod

▼

All▼

2095

Total Customers

558

Churn count

876

Total Cities

4

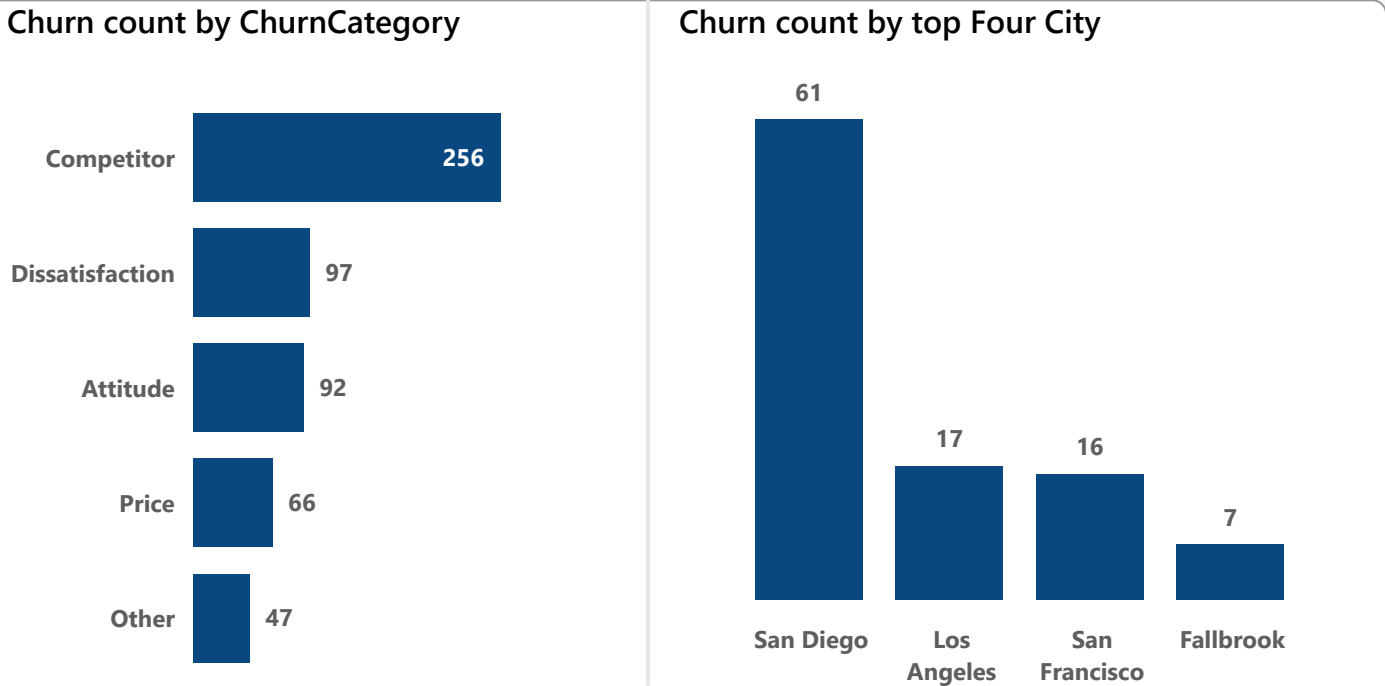
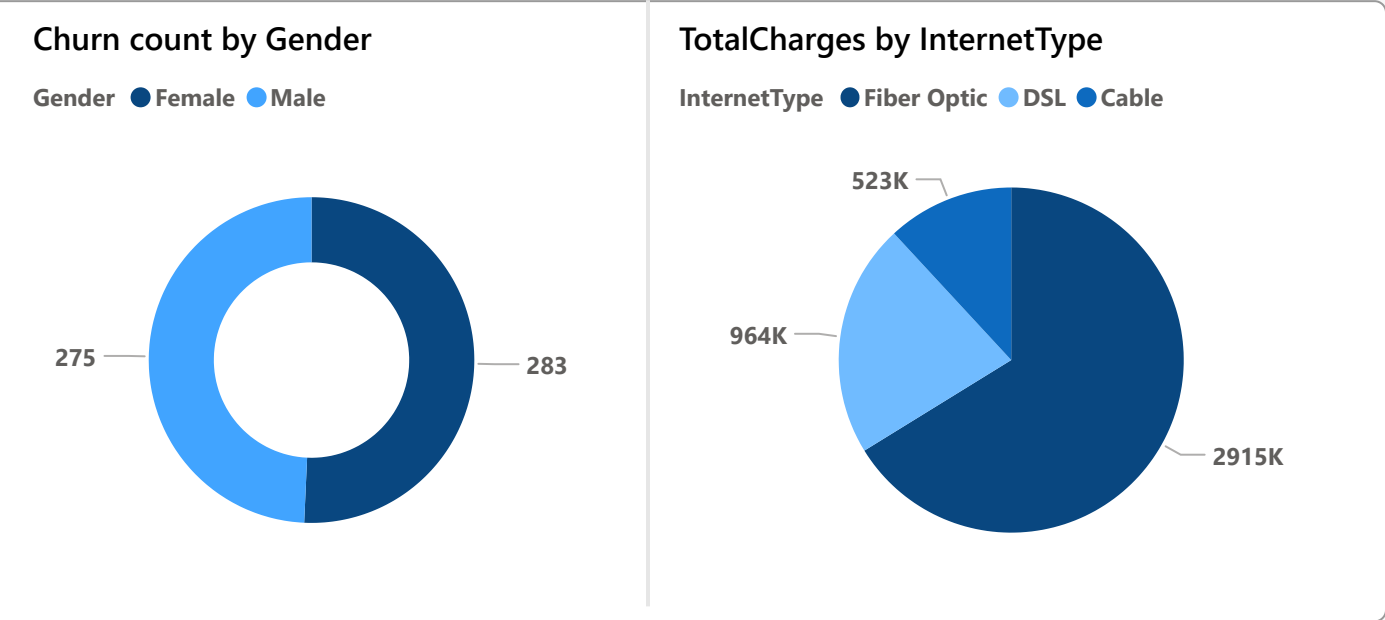
Total InternetTypes

6

Total Churn Categories

6.25M

TotalRevenue



Top ten reason for customer leaving		
	ChurnReason	Churn count
	Competitor made better offer	98
	Competitor had better devices	93
	Attitude of support person	67
	Competitor offered more data	36
	Don't know	34
	Competitor offered higher download speeds	29
	Product dissatisfaction	28
	Price too high	27
	Attitude of service provider	25
	Long distance charges	24



# Telecom-churn Analysis | Prediction

- Overview
- Prediction



Offer

All

PaymentMethod

All

2095



Total Customers

558



Churn count

876



Total Cities

4



Total InternetTypes

6



Total Churn Categories

6.25M



TotalRevenue

Actual Label Predicted No Predicted Yes

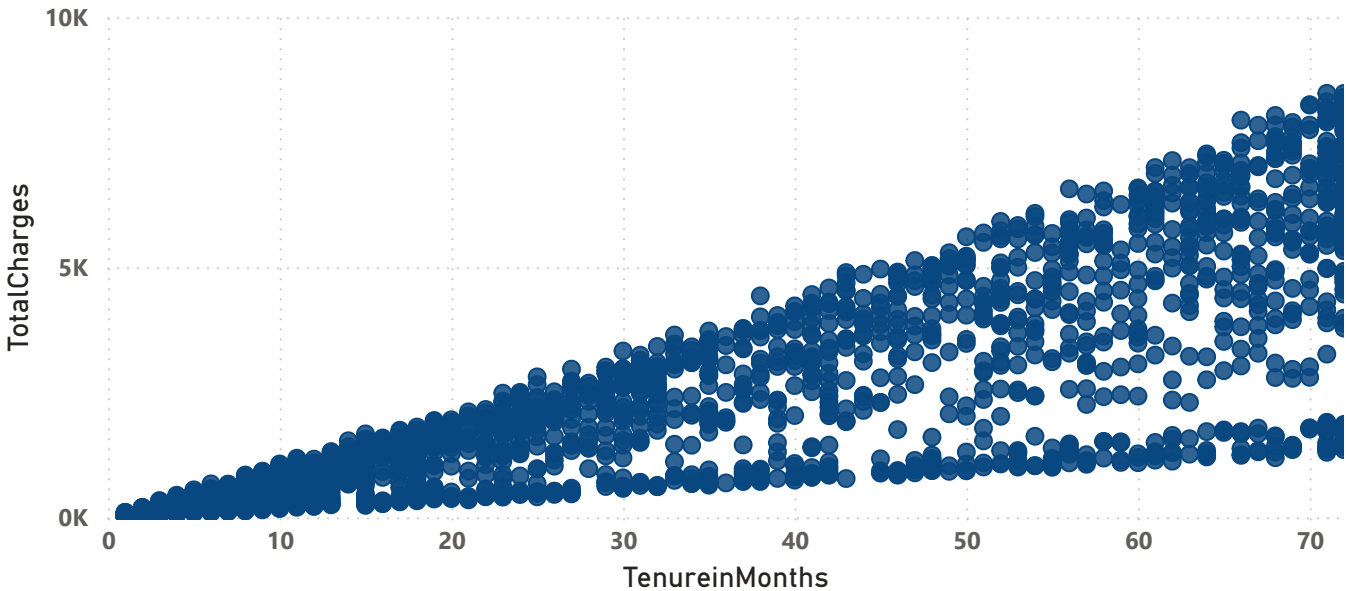
Actual No 1394 143

Actual Yes 177 381

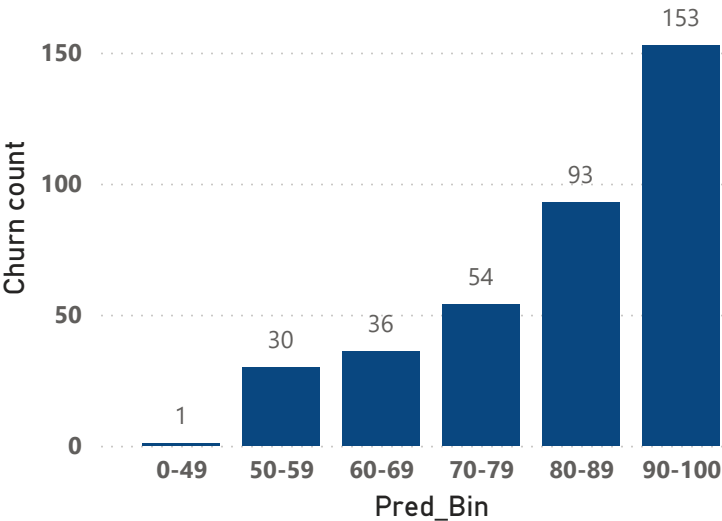
### Confusion Matrix Breakdown:

- There were **1,394** customers who did **not churn** that were accurately predicted by the M.L. model.
- There were **177** customers who **churned** that were incorrectly predicted by the M.L. model as **not churned**.
- There were **143** customers who did **not churn** that were incorrectly predicted by the M.L. model as **churned**.
- There were **381** customers who **did churn** that were accurately predicted by the M.L. model.

### TenureinMonths and TotalCharges



### Churn count by Pred\_Bin



**Summary from column chart:** The model predicted **366** customers correctly whose chance of churning was greater than 50%, and incorrectly predicted **31** customers who were below 50% of churning. This gives the model's accuracy based on the 50% churn prediction threshold of **92.20% accuracy**.

**Summary From Above:** On average, we observe that customers with longer tenure tend to accumulate higher charges. Most customers reach around **70 months** of tenure with total charges nearing **\$9,000–\$10,000**, indicating a strong positive correlation between time spent with the service and the amount billed.