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Apple or Google:

**Who Has the Customer Service Edge?**

Introduction:

As you are aware, Mr. Amir Payeebaj, ANEC-NOC desires to grow its customer base with better customer service.

Bavda Consulting has been hired in a multi-part project to analyze the customer service of Apple and Google to help you choose who you should emulate for your organization.
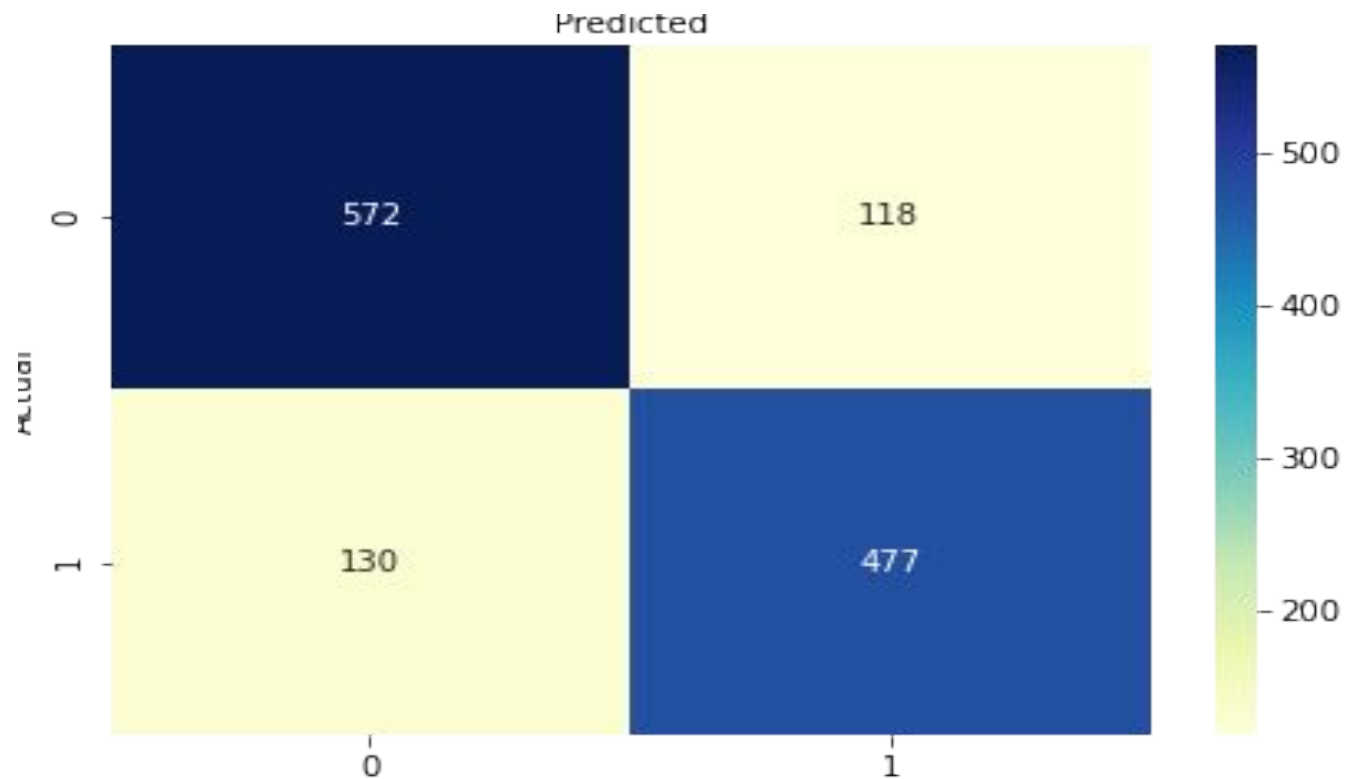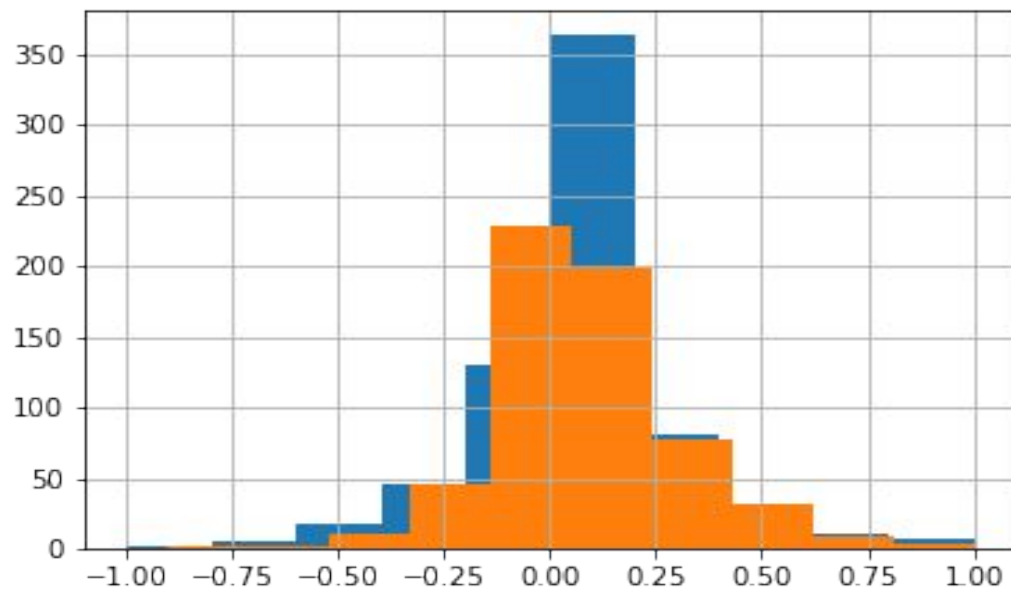
Confusion Matrix for Logistic Regression
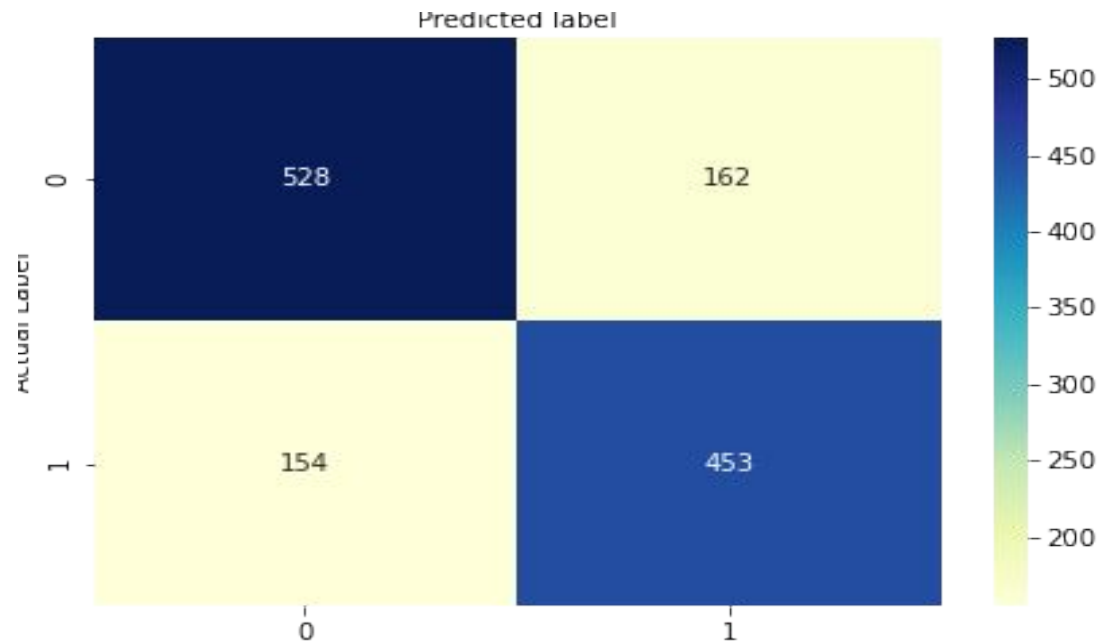
Confusion Matrix for KNN
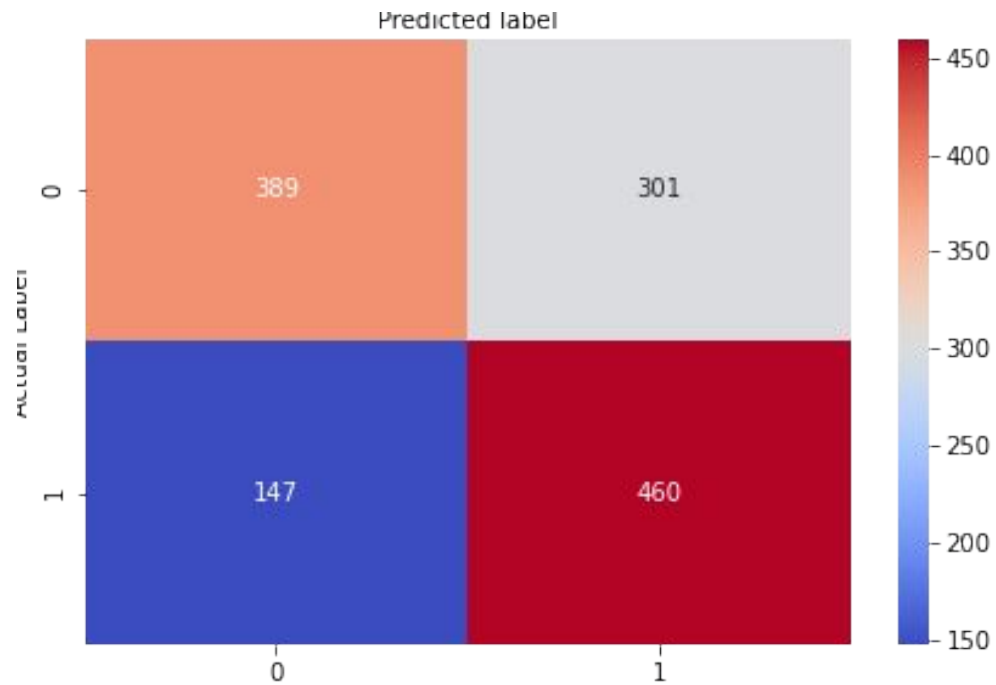
Confusion Matrix for Random Forests

Polarity Histogram of Apple and Google

Conclusion

Production Model Recommendation

Use Random Forest for Modeling.

The Cross Validation Score, Accuracy, Precision, Recall, and F1 Score were the highest for Random Forests above its competitors.

Usage Recommendation

Based on similar polarity scores, the first recommendation is combining their strategies might be the best for your company.

The second recommendation would be to send two group of testers and compare the price agreed upon with the model.