### APPENDIX-I



### FIGURE 1 Declaring Python Libraries and reading the transaction data set file (Elance, 2020: Reworked)



### FIGURE 2 Determining Percentage of Churn in Dataset (Elance, 2020: Reworked)

### Results of Logistic Regression

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| **Table 1** |
| **WEIGHTING FACTORS OF TELECOM CUSTOMER CHURN (ELANCE, 2020)** |
| Sl. No. | Variable | Weight |
| 1 | PaperlessBilling | 0.38979 |
| 2 | Senior Citizen | 0.246504 |
| 3 | InternetService | 0.209283 |
| 4 | Partner | 0.067855 |
| 5 | Streaming Movies | 0.054309 |
| 6 | MultipleLines | 0.04233 |
| 7 | PaymentMethod | 0.039134 |
| 8 | MonthlyCharges | 0.02718 |
| 9 | StreamingTV | -0.008606 |
| 10 | gender | -0.029547 |
| 11 | tenuree | -0.034668 |
| 12 | DeviceProtection | -0.05269 |
| 13 | OnlineBackup | -0.143625 |
| 14 | Dependents | -0.209667 |
| 15 | OnlineSecurity | -0.245952 |
| 16 | TechSupport | -0.25474 |
| 17 | Contract | -0.729557 |
| 18 | PhoneService | -0.950555 |