

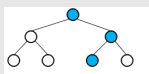
# Identify High Risk Customer Group

## Impact

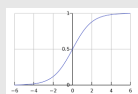
2x

**2.7x Improvement over client's current, leveraged model**

### Methods



Randomforest



Logistic regression



Client wants to identify customer groups that are highly likely to churn and potential reasons behind the churn

- Client, an American insurance company, is the largest provider of supplemental insurance in the US providing financial protection to more than 50 million people worldwide.
- Client wants to identify the customer groups having higher chance to churn and better understand the reasons behind this higher risk of churn and levers they can pull to mitigate the risk of defection.
- Quantiphi created a model that outperformed client's existing model in identifying the customer groups that are at a high risk of churning out and also suggested interpretable reasons behind the same.

## Challenges

- Only 2 years data made the train and test split difficult.
- Very few independent metrics available to capture trends or take a top down approach.
- Dataset available was highly imbalanced.

## Result

- Enable developing an action list for the business to prevent loss of customer groups and potential acceleration of business growth, by providing intuitive recommendations.