

# Predicting Agent Churn



## Impact



**Improvement in accuracy from existing in-house model**

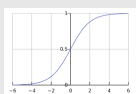


**Accurate prediction leads to better targeting of agents**

### Methods



Decision Tree



Logistic regression

## Prediction of agents who will churn in the subsequent quarters for an insurance client

- The client is a large supplemental insurance provider and their financial planning and analysis teams creates projections on agent churn at quarterly level albeit without any statistical understanding.
- Client wants to develop a deep understanding of the reasons behind the churn and better target agents who are likely to churn.

## Challenges

- Coming up with the definition of churn for in depth analysis proved to be a challenge.
- Multiple termination dates for a single agent from different tables.
- Different churn models had to be created for different demographic levels and quarters.

## Result

- Enabling the business to better mitigate churn by developing a sound understanding of the factors responsible.