Predicting customer churn – with 0 lines of code

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Microsoft

So, what do you need for this?

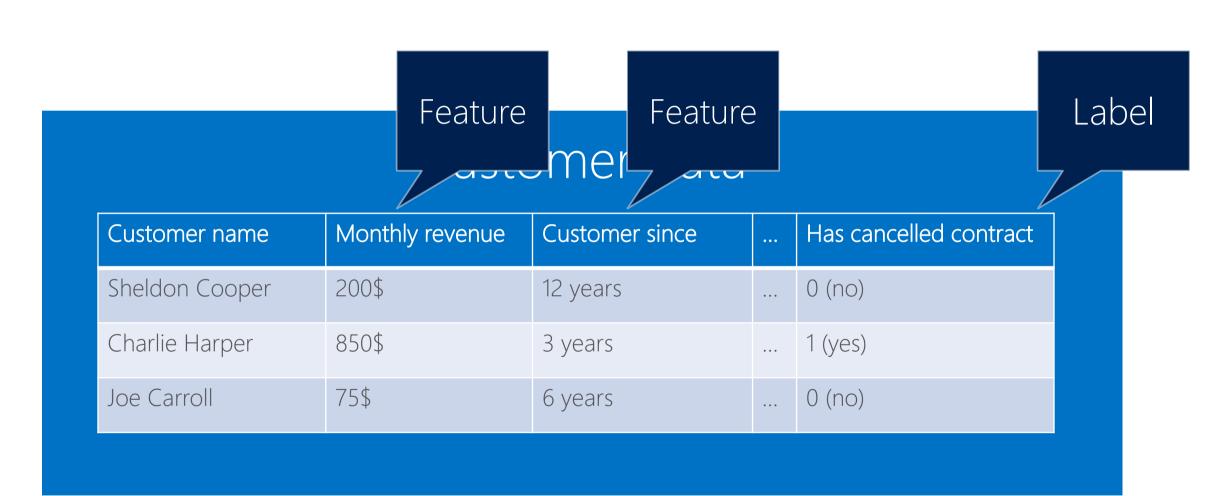A cleansed data set

A ready-to-go platform/tool

Fast hand/eye coordination ☺

Vision of Azure Machine Learning

Make machine learning accessible to every enterprise, data scientist, developer, information worker, consumer, and device anywhere in the world.

Customer churn sample data set

Customer data

Feature

Feature

Label

Customer name	Monthly revenue	Customer since	...	Has cancelled contract
Sheldon Cooper	200$	12 years	...	0 (no)
Charlie Harper	850$	3 years	...	1 (yes)
Joe Carroll	75$	6 years	...	0 (no)

Creating true business impact

Azure ML

Model designer provisions customer churn model

Service desk talks to customer and sees churn prediction inside CRM

Sales rep visits customers and gets real-time churn risk

How to get started

Go to http://studio.azureml.net

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Search experiment items

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- Text Analytics
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- Deprecated

Sample 2: Dataset Processing and Analysis: A...   In draft

Draft saved at 11:12:35 AM

③

Reader
Read dataset in csv format from http location. The csv file has no header row.

Metadata Editor
Change data type of col1 to integer, make it categorical and name it as symboling

Metadata Editor
Change data type and name of col2 and make it NonCategorical

Clean Missing Data
Substitute all missing numeric values with 0

Descriptive Statistics
Compute basic statistics

Probability Function Evaluation
Assumed Normal Distribution for 'price' with mean=12949 and SD=8079

Clean Missing Data
Substitute all missing numeric values with median of the corresponding column

Project Columns
Keep only numeric columns

Descriptive Statistics
Compute basic statistics

Linear Correlation
Compute Pearson correlation

Project Columns
Keep only numeric columns

Properties

▲ **Experiment Properties**

START TIME	-
END TIME	-
STATUS CODE	InDraft
STATUS DETAILS	None

☐ Disable upgrades

▲ **Summary**

This sample demonstrates how to use the Metadata Editor, Clean Missing Data, Project Columns modules for basic data processing and compute basic statistics

▲ **Description**

Enter the detailed description for your experiment.