Abstract

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Project Title: Customer Churn Analysis Prediction

In today's competitive market, customer retention is a crucial task for any long-term business. The objective of this project is to analyse the trends of customer behaviour and predict possible churn using machine learning technique. By understanding the factors that cause the customer disengagement, the business can implement various strategies to enhance customer loyalty and satisfaction. This project uses an online available historical customer churn dataset to build a predictive model that helps in forecasting potential churn, resulting in possible insights to reduce problems and increase retention efforts. The outcome of this analysis will allow the business to proactively address churn and increase customer lifetime value.