

Business Insights & Recommendations

1. **Targeted Marketing:** Focus marketing efforts on areas with a higher concentration of drivers, such as City C20. Develop targeted campaigns to attract new drivers and encourage existing ones to stay.
2. **Income-Based Segmentation:** Segment drivers based on income levels to tailor incentives and rewards. Offer bonuses or perks to drivers in the age range of 27 to 50, as they tend to have higher incomes and may respond positively to additional incentives.
3. **City-Specific Strategies:** Explore opportunities in cities with higher average incomes, such as C5, C18, and C19. Implement initiatives to attract more drivers in these areas and capitalize on the potential for higher earnings
4. **Identify Key Predictors:** Analyze the feature importance from the stacking model to identify which attributes have the most influence on driver churn. This could include demographic factors such as age, city, and gender, as well as tenure information and historical performance metrics.
5. **Understand Driver Behavior:** Conduct further analysis to understand the underlying factors contributing to driver churn. Look for patterns or trends in driver behavior, such as changes in performance ratings over time or differences between drivers in different cities.
6. **Segmentation Analysis:** Segment drivers based on their attributes and behavior to better understand the drivers who are at the highest risk of churn. This could involve clustering analysis or segmentation based on key features.
7. **Retention Strategies:** offering incentives or bonuses to drivers with high performance ratings, providing additional support or resources to drivers in high-churn cities, or implementing initiatives to improve overall driver satisfaction and morale.
8. **Predictive Modeling:** Continuously monitor driver churn and refine the predictive model over time.
9. **Feedback Mechanism:** Use this feedback to identify areas for improvement and make adjustments to retention strategies accordingly.
10. **Investment in Driver Well-being:** Invest in initiatives to improve driver well-being and job satisfaction. This could include providing opportunities for professional development, offering support services such as counseling or wellness programs, or addressing issues related to work-life balance.

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