Customer Retention

- First of all, we import PANDAS library to fetch the dataset.
- Read the data using PANDAS.
- Check the data shape.
- Check all columns.
- All columns are not useful which is given in the dataset.
- Fetching only useful columns and data.
- Check all data types from fetched columns.
- From fetched columns noticed that all columns are integers rest of one.
- The only object-type column is “Which city do you shop online from?”
- By using “OrdinalEncoder” we can encode this column also and do as well.
- By checking tha dataset ,noticed that there are no null values find in.
- Reassign the encoded column to dataset.
- Lets try to plot all selected columns.
- Importing some libraries and model.
- Standardise the data.
- Also plot heatmap.
- Train_test_split.
- Train the data and fit to model.

> Use the classification model to train the data and predict.

> LogisticRegression is giving 100%.

> mae,mse,rmse is giving 0.

> Now try RandomForestClassifier.

> again it also giving 100%.

> applying best parameters to RandomForestClassifier.

> now it is giving 89.7%.