

Task:

1. Data cleaning including missing values, outliers and multi-collinearity.
2. Describe your predictive churn model in elaboration.
3. How did you select variables to be included in the model?
4. Demonstrate the performance of the model by using best set of tools.
5. What are the key factors that predict customer churn?
6. Do these factors make sense? If yes, How? If not, How not?
7. What kind of offers should be avail to customers to encourage them to remain with company?
8. Assuming these actions have been implemented, how would you determine if they work?