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Assignment 1

1. Business Understanding

- Retaining existing customers by understanding and mitigating churn factors.
- What are the main reasons customers are leaving? What actions can Tele take to reduce churn?
- The goal is reducing churn over the next three months.

2. Data Understanding

- Review the dataset, which includes demographics, account details, service usage, and churn status.

3. Data Preparation

- Handle any missing values and inconsistencies to ensure clean, reliable data.

4. Modeling

- Choose appropriate models for churn prediction.

5. Evaluation

- Evaluate the models performance and select the best model.

6. Deployment

- Deploy the best-performing model to monitor customer data, identifying at-risk customers proactively.