**Project Title:** Customer Churn Prediction

**Phase 1: Project Definition and Design Thinking**

**Project Definition:**Customer churn is the percentage of customers that stopped using your company's product or service during a certain time frame.Dividing the number of customers you lost during that time period -- say a quarter -- by the number of customers you had at the beginning of that time period.For example, if you start your quarter with 400 customers and end with 380, your churn rate is 5% because you lost 5% of your customers.This project encompasses defining the analysis objectives, collecting website traffic data, using IBM Cognos for data visualization, and integrating Python code for advanced analysis.

**Design Thinking:**

1. Analysis Objectives: Define the key insights you want to extract from the website traffic data, such as identifying popular pages, traffic trends, and user engagement metrics.
2. Data Collection: Determine the data sources and methods for collecting website traffic data, including page views, unique visitors, referral sources, and more.
3. Visualization: Plan how to visualize the insights using IBM Cognos to create meaningful dashboards and reports.
4. Python Integration: Consider incorporating machine learning models to predict future traffic trends or user behavior patterns.