# Customer Churn Prediction

## 1. What problem does the project attempt to solve?

Answer: Customer churn - Identify patterns in user behavior and demographics to target potential retention strategies.

## 2. How does the project solve this problem at a high-level?

Churn directly impacts revenue of a company. This project identifies churn factors and can reduce customer turnover.

## 3. What steps were taken to develop the project?

Answer: Data Pre-processing, Multiple Models

## 4. Discuss any additional steps that might be taken to enhance the project in future iterations.

Answer: More data-points/demographics {ie. Income, credit scores}