

Customer Churn Prediction for Tele Company

ASSIGNMENT 1



# **1. Understand the Business Problem**

* **Goal**: Find out why customers are leaving and how it impacts the company.
* **Action**: Meet with team members to set clear goals, like reducing customer churn by a specific amount over the next few months.

# **2. Understand the Data**

* **Goal**: Get to know the customer data and what might cause churn
* **Action**: Look at each part of the dataset as customer info, service usage, and churn history. Spot any patterns or issues, like missing data.

# **3. Prepare the Data**

* **Goal**: Clean up and prepare the data for analysis.
* **Action**: Fix missing values, remove any outliers, create new useful features (like customer loyalty or service usage), and split the data for testing.

# **4. Build Models**

* **Goal**: Create a model to predict which customers might leave.
* **Action**: Test different prediction models, like decision trees or logistic regression, to see which works best.

# **5. Evaluate the Model**

* **Goal**: Check how well the model predicts.
* **Action**: Use metrics like accuracy and recall to pick the best model

# **6. Deploy the Model**

* **Goal**: Put the model into action and monitor regularly.
* **Action**: Integrate the model with the company’s system to flag customers at risk of leaving. Keep track of the model’s performance and update it regularly with new data.