



# Classification Analysis with Python Project

## Project Deliverables

You will be required to provide the following deliverables.

- A python notebook with your solution.

## Instructions

### Background and Problem Statement

You work as a Data Scientist for MTN Africa, a leading Telecommunications Company in Africa. In an effort to understand the behaviour of the company's customers, you are tasked to analyze relevant customer data and develop a solution that will help determine whether a customer will churn. Use the provided dataset to implement your solution. In addition, you will be expected to help relevant stakeholders understand the potential of your developed solution.

You will be required to go through the following stages:

- Defining the Research Question
- Data Importation
- Data Exploration
- Data Cleaning
- Data Analysis (Univariate and Bivariate)
- Data Preparation
- Data Modeling
- Model Evaluation
- Challenging your Solution
- Recommendations / Conclusion

You can use the following guideline notebook: <https://bit.ly/2CXbIJ6>

### Dataset

Study your data carefully before implementing your solution.

Dataset URL = <https://bit.ly/MTNTelcoDataset>

Each row represents a customer, each column contains customer's attributes described on the column Metadata.

Dataset Glossary Download Link: <https://bit.ly/3gTideq>