The project that was chosen was option 2, which was “I am the CEO of a telecom firm, what is causing the churn in our customer base?” Upon trying to understand the real problem, I asked the client Professor Droescher about his concerns toward the issue. We concluded that his concerns were based on the care about the overall customer base and wants it to continue growing. So, what we’re trying to find out is what opportunities do we have for reducing customer loss while increasing customer accounts? After this was discovered, the next thing that was focused on was the things needed to know to solve this problem. Some of the things that were needed to know was the amount of people coming and going, duration, services offered, price, address or zip code, payment method, reviews, reason for leaving, etc. the data was then checked and many of the things that were mentioned was in the data set. If it wasn’t the available data would have been manipulated to become information that can be used. The data was extracted from the server of the client and was brought into python to clean and manipulated to provide actionable insight to solve the client’s business problem. It was discovered that the biggest reason that customers are leaving is because of competitors. The data showed that the churn was caused by competitors having better devices and they were getting better offers from them. There were 5 offers that were given and the offer that was being accepted the most was offer B. Although offer B was getting accepted the most, there were many null values in the data meaning they either didn’t accept an offer or wasn’t offered one. Another issue that is causing more churn than expected is the attitude of the support person. The Solution to stop the churn is to offer more of these offers to the customers and to improve. To offer better prices that aren’t discounted to the customers. To improve our customer service to not have an attitude towards the customers. To improve the devices offered to customers and in implementing these solutions, the client will have a big decrease in their churn and will have a positive ratio of people coming to people leaving.