**CUSTOMER CHURN PREDICTION MODEL**

1. **Business Understanding**
   1. **Business Overview**

Evidence supports the idea that utilizing Big Data wisely can enhance corporate performance. The focus of this Big Data hackathon challenge will be on concepts related to ML/AI, Data Analytics, BI, predictive analytics, and data governance, among other things.

One of the foundational elements of 21st-century sources of growth is data-driven innovation. Huge volumes of data, or "big data," are being produced and used as a result of the convergence of numerous phenomena, including the growing migration of socio-economic activities on the Internet and the decline in the cost of data collecting, storage, and processing. These massive data sets are becoming a key resource for the economy, supporting the growth of new businesses, methods, and goods while giving rise to substantial competitive advantages.

* 1. **Business Objective**

1. To create a model that can provide intuitive action insights and predict NPS
2. To create a model that can provide data, insights, technologies, and dashboarding to intuitively resolve customer issues
   1. **Business Success Criteria**

To create a model that can have a metric of success of 90% and above without overfitting.

* 1. **Assessing the Situation**

1. **Resource Inventory**
2. **Dataset**

We shall source our data from Kaggle. It can be accessed via this link: <https://bit.ly/3Q2Ri1E>

1. **Software**

We shall use Python, Jupyter Notebook, Tableau, and Jira.

1. **Assumption**

We shall assume that the features of the dataset are almost similar to the actual day-to-day data in relation to the problems faced by the company.

1. **Constraints**

Since we are dealing with big data, we may face challenges to deploy the big data frameworks on personal PCs. But with the help of better equipment, we can deploy the model to a production level.

* 1. **Data Mining Goals**
  2. **Data Mining Success Criteria**
  3. **Producing a Project Plan**

The project plan will basically use the Kanban framework. We shall use the Jira platform to display the boards.

**2.0 Data Understanding**

**2.1 Data Understanding Overview**

**2.2 Data Description**

**2.3 Verifying Data Quality**