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| Machine Learning  Project 4 | Team #2 | |  | | |
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| Les clairvoyants | |
| Team Members:  Chadi Ghosn  Rita Starzyk  Kirran Kayani  Yevgeniy Denkovych | | |  | customer churn predictionWe will take care of your business Our service will be built to be able to show you insights of the data provided by you (the client), as well as predict the customer churn in a Machine Learning model.  Moreover, by providing certain information, we will be able to provide AI predictions and insights, like Churn rate (%) as well as Lost Revenue. |

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| Our project diagram | | | |
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|  | detailed breakdownwhat are we going to do? We will start by getting the data as a csv file from Kaggle. Then, using a Jupyter notebook, we will curate the data using pandas. Moreover, we will export the curated data to a csv file to be used in a tableau visualization dashboard for the company to have an overview over current data.  On another hand, we will push the curated data to a PostgreSQL using SQL alchemy and will create a machine learning model based on scikit-learn and TensorFlow libraries to predict the customer churn.  Finally, we will create a code using Selenium that will fetch Churn rate and lost revenue based on client inputs. |

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|  | |  | So what?why are we creating this model? Companies aim to retain customers and keep them happy and loyal. The fact that a company face customer churn, is one of the main factors that directly contributes to the company’s revenue.  Therefore, knowing or predicting the customer churn will allow the company to prepare for this hit and sign more customers by doing the necessary in terms of marketing, sales and other techniques… or even create a special promotion for customers that are likely to drop the company. |
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