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SYRIATEL CUSTOMER CHURN PREDICTION IN



Introduction

This project focuses on exploratory data analysis and machine learning classification to help SyriaTel behavioral and usage data of its customers, the goal is to uncover patterns that indicate whether a result in a predictive model and business insights that SyriaTel can use to take preemptive actions, i

1. BUSINESS UNDERSTANDING

Customer churn is one of the most critical issues faced by telecom companies, as acquiring new cus wants to better understand why customers churn and whether it's possible to predict this behavior model that can identify customers at risk of churning.

1.1. Business Problem

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