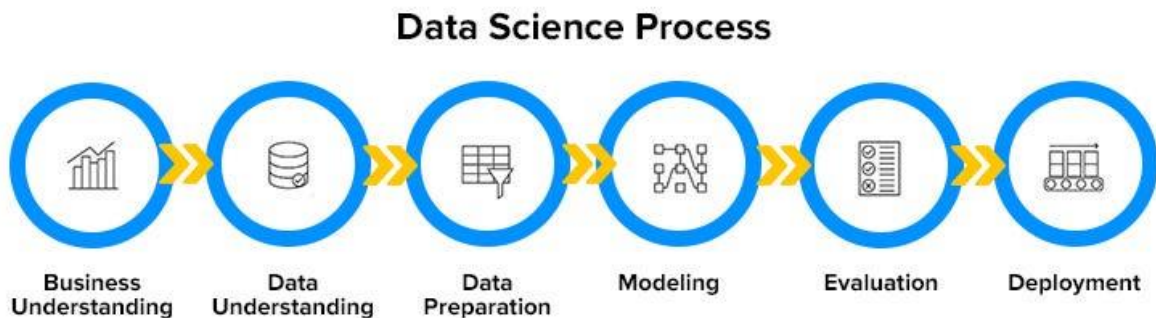


Assignment 1: Customer Churn Prediction for Tele Company

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(1) Business understanding:

Meeting with stakeholders to understand the business impact of churn, what defines a "churned" customer and define business objectives , such as reducing churn by a certain percentage in the next three months is so important to gain a clear understanding of the churn problem so it would be my first step.

(2) Data understanding:

Exploring the dataset provided, examining columns like customer demographics, account details, services used and churn status to observe patterns such as service issues correlate with churn.

(3) Data preparation:

Clean and preprocess the data like handling missing values and determining useless and useful data to ensure quality and completeness.

(4) Modeling:

Choose algorithms such as logistic regression, decision trees, or more complex models to model the likelihood of customer churn and train the model on the data.

(5) Evaluation:

Assess the model's performance to ensure it predicts churn accurately and meets business needs by using metrics like accuracy and precision then based on evaluation I would refine the model as needed.

(6) Deployment

To deploy the model in production and implement a monitoring process I would work with the engineering team to deploy the model so it can identify customers at risk of churn in real time.