Business Requirements Document (BRD)

# Project Title: Customer Churn Prediction Model

This project aims to build a predictive model to identify customers who are likely to churn based on historical telecom data. The objective is to help businesses proactively retain customers by understanding the factors that lead to churn.

## Business Objective

The primary goal is to reduce customer churn by identifying at-risk customers early through data-driven insights. This will allow marketing and customer service teams to take targeted retention actions.

## Scope

In-scope: Data analysis, model building using Python (logistic regression), documentation of business requirements, insights and recommendations.  
Out-of-scope: Real-time integration, deployment, live customer communication.

## Assumptions

- The dataset is representative of real-world behavior.  
- No live stakeholders; self-paced academic/portfolio project.  
- Data pre-processing is necessary for model readiness.

## Deliverables

- Cleaned dataset  
- Exploratory Data Analysis (EDA) report  
- Churn prediction model (logistic regression)  
- BRD and FRD documentation  
- Key insights and business recommendations