

## Part B: Customer Churn Prediction

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### 1. Overview

Customer churn, or customer attrition, refers to when a customer ceases their relationship with a company or service provider. In today's highly competitive business environment, retaining customers is a critical factor for long-term success. Predicting customer churn can help organizations take proactive steps to retain customers, thus minimizing revenue loss. This project aims to build a machine learning model that can predict whether a customer will churn based on their demographic, account, and service-related data.

### 2. Problem Statement

The goal of this project is to develop a classification model that predicts whether a customer will churn. Using demographic data (such as gender, senior citizen status, and tenure), along with information about the services they use (such as internet service, phone service, and online security), we will attempt to build a model that helps the company identify customers who are at a high risk of churning.

By predicting customer churn, the company can proactively design retention strategies to keep these customers, thereby improving customer satisfaction and reducing financial loss.

### 3. Dataset Information

**Dataset:**  Customer\_data

The dataset information can be found in this doc [Data Information](#).

### 4. Deliverables

- A data exploration and preprocessing notebook or report that analyzes the dataset, handles missing values, and prepares the data for modeling.
- A machine learning model capable of predicting customer churn.
- An evaluation of model performance using appropriate metrics (such as accuracy, precision, recall, F1 score, etc.)

### 5. Success Criteria

The success of the project will be determined by the following:

- Proper interpretation of the model's output, providing actionable insights to reduce customer churn.
- Get the predictions for the new data.

## 6. Guidelines

- Make sure to split your data into training and testing sets to avoid overfitting.
  - Tune the hyperparameters of your models to improve performance.
  - Report all the steps taken in the data preprocessing, modeling, and evaluation phases.
  - Provide a final model that balances accuracy with interpretability.
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## 7. Tools Required

- Python (with libraries such as pandas, scikit-learn, matplotlib, seaborn, etc.)
- Jupyter Notebook or any IDE suitable for running Python code.