Project Title-Customer Churn Prediction

# Abstract:

This project aims to develop a customer churn prediction system using machine learning techniques to help businesses identify and reduce customer attrition. Customer churn, or the loss of customers, is a critical concern for businesses across industries. By predicting potential churners, companies can proactively implement retention strategies and ultimately improve customer satisfaction and revenue.The project will start by gathering historical customer data, including demographics, purchase history, customer support interactions, and usage patterns. After data collection, it will be preprocessed and cleaned to ensure its quality and suitability for modelling.Machine learning algorithms, including logistic regression, decision trees, and random forests, will be implemented to create predictive models. These models will learn from past customer behavior to predict the likelihood of future churn. Feature engineering will play a crucial role in enhancing model accuracy.The project's outcome will provide businesses with actionable insights into customer churn, allowing them to implement proactive strategies and reduce customer attrition, ultimately fostering long-term customer relationships and sustaining revenue growth.