Customer churn analysis is the process of studying and understanding why customers stop doing business with a company, often termed "churning" or "canceling". In the context of telecom or similar industries we are using here a Bank Customer data for our projects, it involves analyzing customer data to identify patterns or factors that lead to customer attrition. The goal is to predict which customers are likely to churn and develop strategies to retain them, thereby increasing revenue and customer loyalty.

**Introduction**

# **Customer Churn Analysis**