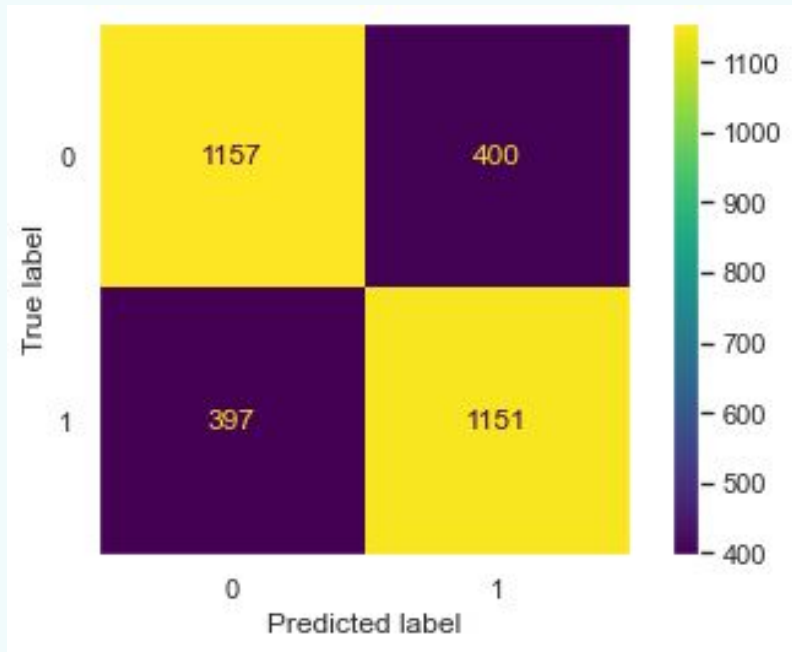# New Customers Churn Prediction

Logistic Regression Model
73% Accuracy
(SMOTE applied)

Hypothesis: | **Null Hypothesis**:

a customer will **churn** | a customer **will not churn**

Accurate model business impact:

Target reliable customers and avoid risky ones

Potential improvements:

Include more independent variables

Data wrangling

Tomek links