1. **Get to Know the Data**

**Goa**l: Understand the dataset well enough to spot patterns that may predict churn.

* **Dataset**: We’re given customer info, including demographics, account details, services used, and whether they stayed or left.
* **Data Quality Check**: Look for missing information, unusual numbers, or inconsistencies that could affect our analysis.

1. **Clean and Prepare the Data**

**Goal:** Ensure data is in the right format and well-prepared so the model can focus on important patterns.

* **Fill Missing Data**: For any gaps in the data, decide whether to fill them in, or remove those records.
* **Remove Outliers**: Look for unusually high or low values that don’t make sense and may skew results.

**3. Build and Train Model**

* **Choose Models**:
  + Start with simple models like Logistic Regression and Decision Trees to balance performance and interpretability.
* **Feature Selection**
* **Train the Models**
* **Evaluate Models**

**4. Interpret Results and Insights**

**Goal**: Provide the team with clear, actionable insights on which types of customers are most likely to leave.

* **Identify Key Factors**:
  + Highlight which factors drive churn.

**5. Summarize Findings:**

* Provide a report outlining the major factors behind churn and identify the customer segments to target for retention.
* **Highlight Key Actions**:
  + Offer clear recommendations, such as refining payment plans or providing more support for month-to-month customers.
* **Present to Stakeholders**:
  + Share results in a straightforward way to ensure everyone understands the plan for keeping customers longer.