Project Objectives

1. **Customer Churn Prediction:** Develop an AI model capable of predicting customer churn based on historical data and behavioral patterns.
2. **Analysis of Influencing Factors:** Identify key factors contributing to customer churn to help businesses enhance their services.
3. **Improving Retention Strategies:** Provide data-driven recommendations to help companies reduce churn rates.
4. **Developing a Visualization Dashboard:** Create an interactive dashboard to display insights and predictions in a user-friendly format.

Team Members and Roles :

1. **[Mostafa Ahmed Hamed]** –
2. **[Ziad sayed Mohamed]** –
3. **[anas moamen sayed]**
4. **[Mohamed Mahmoud Abdul Raouf]** –
5. **[Mustafa Awad Moawad]** –

Additional Project Information

- Machine learning techniques such as **Logistic Regression, Random Forest, and XGBoost** will be used to analyze customer data and predict churn.
- Tools including **Python, Pandas, Scikit-learn, Power BI, and Tableau** will be utilized for model development and data analysis.
- The dataset will be sourced from platforms like **Kaggle or UCI Machine Learning Repository**.
- Model performance will be evaluated using metrics such as **Accuracy, Precision, Recall, and F1-score** to ensure high reliability and efficiency.