We're now ready to begin predicting churn!

Now that you have a dataset of cleaned and engineered features, it is time to build a predictive model to see how well these features are able to predict a customer churning.

Estelle has informed you that a classification model would be best for this task, and has suggested that you try the Random Forest classifier.

Outline for making your predictions

It is your task to:

- Train a random forest classifier to predict churn
- Evaluate the predictions using evaluation metrics to demonstrate how accurately the model has performed

Finally, let's create a quick summary for the client

Before we finish up, the client wants a quick update on the project progress. Your AD wants you to draft an abstract (executive summary) of your findings so far.

Here is your task:

Develop an abstract slide synthesizing all the findings from the project so far, keeping in mind that this will be for the key stakeholders meeting which the Head of the SME division, as well as other various stakeholders, will be attending.

Note: a steering committee meeting is a meeting where the BCG team presents key findings and recommendations (and/or project progress) to key client stakeholders.

Please use the template below and submit your summary slide in PDF format. We'll show you an example answer on the next step

A few things to think about for this abstract include:

- What is the most important number or metric to share with the client?
- What impact would the model have on the client's bottom line?

Please note, there are multiple ways to approach the task and that the sample answer is just one way to do it.