Churn rate is a marketing metric that describes the number of customers who leave a business over a specific time period. Every user is assigned a prediction value that estimates their state of churn at any given time. It factors in our unique and proprietary predictions of how long a user will remain a customer. This score is updated every day for all users who have a minimum of one conversion. The values assigned are between 1 and 5.

You need to help ABC Company, a client of Mu-sigma to predict the churn score for their website and identify the various drivers which can lean to a customer churn.

**Sol. The analysis and model training has been done on Churn Risk prediction which has been uploaded in pdf file where data analysis, data cleaning, data transformation, model training and model prediction has been done.**