

The background is a dark navy blue field filled with various abstract geometric shapes. These include light blue and white circles, triangles, and elongated rounded rectangles. Some shapes are solid, while others are outlines or semi-transparent. The shapes are scattered across the frame, with some appearing as if they are floating or moving, creating a dynamic and modern aesthetic. The overall composition is balanced and visually appealing, suitable for a professional presentation or branding.

# GROUP PROJECT

# Our Team

1. Mustafa Mohamed
2. Abdullah Hussein
3. Mustafa Rezk
4. Abdulrahman Abdel Hameed
5. Mohamed Raafat

# Introduction

Customer churn happens when customers stop using a company's services. It's important for businesses to prevent this because keeping current customers is cheaper than finding new ones. Our project, Customer Churn Predictor, helps businesses identify which customers might leave by analyzing their behavior, such as how often they use the service, how long they've been customers, and if they have any payment issues.

# Problems

Customer churn is a major issue for businesses because it can lead to significant revenue loss. When customers stop using a company's services, it becomes expensive to replace them with new ones. Many businesses struggle to identify early signs of churn and miss opportunities to retain valuable customers.

The challenge is to predict which customers are likely to leave, based on their behavior and engagement with the company, and take action to keep them before they churn

# Goals

- Predict Customer Churn: Develop a model that accurately predicts if a customer is likely to stop using the company's services.
- Identify Key Factors: Analyze customer behavior to determine the main reasons why customers are likely to churn.
- Provide Insights: Help businesses understand customer churn patterns, so they can take early action to retain customers.

# Timelines

- Week 1: Data Collection and Cleaning
- Week 2: Data Analysis and Feature Engineering
- Week 3: Model Building and Testing
- Week 4: Model Evaluation and Optimization

Final Report and Presentation

# Discussion

Our model successfully predicts customer churn by analyzing key factors like usage, support calls, and payment delays. It helps businesses identify at-risk customers and take action early. While the model performs well, improving data quality and adding more customer insights could enhance predictions.

# Result

The model accurately predicts customer churn with a good level of precision. It identifies key factors influencing churn, such as usage frequency and payment delays. With these insights, businesses can take targeted actions to reduce churn and improve customer retention.



# Conclusion

By predicting customer churn, businesses can take early action to retain valuable customers. Our model provides useful insights into customer behavior and identifies those at risk of leaving. This helps companies save money and improve customer satisfaction, making churn prediction a valuable tool for long-term success.

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**THANK  
YOU**