Data Science Intern at Data Glacier

Week 7: Deliverables

Name: Tejeswar Reddy Nalijeni

University: University of Cincinnati

Email: nalijety@mail.uc.edu or tejeswarreddyn2808@gmail.com

Country: United States

Specialization: Data Science

Batch Code: LISUM35

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1. Project Plan

Weeks	Date	Plan
Weeks 07	Aug 19, 2024	Project Preparation, Data Intake Report
Weeks 08	Aug 26, 2024	Data processing
Weeks 09	Sept 2, 2024	Data Processing (Advanced)
Weeks 10	Sept 9, 2024	Data Analysis, EDA
Weeks 11	Sept 16, 2024	Build Model Preparation
Weeks 12	Sept 23, 2024	Explore Different Model
Weeks 13	Sept 30, 2024	Presentation for data result & Model Evaluation, Code

2. Problem Statement and Understanding

2.1. Problem Description

The data is related to a company where they have various subscription plans based on tenure and provide support calls to customers if they have any issues or if there is any churn. Our goal is to predict the reasons for customer churn (variable y) and analyze the data to increase customer subscriptions.

2.2. Business Understanding

The main goal of this project is to predict the reasons behind customer churn in subscriptions using recorded data. This involves optimizing marketing efforts, improving customer engagement strategies, and ultimately boosting subscription numbers. By utilizing historical data for binary classification, the project seeks to accurately identify potential subscribers, understand the causes of churn, and increase customer retention through targeted and informed promotions.