PROJECT REPORT – CUSTOMER RETENTION

- UNDERSTANDING THE PROBLEM STATEMENT

- PRESENT THE DATA SET

- CHECK FOR DUPLICATE VALUES

- IDENTIFY THE DATA TYPES & VARIABLES

- UNIQUE VALUE CHECK & COUNT OF EACH COLUMN

- MISSING VALUE CHECK

- INCASE OF MISSING VALUES, USE SIMPLE IMPUTER TO REPLACE THEM

- FIRST & LAST 5 ROWS CHECK

- SAMPLE ROW CHECK

- NON GRAPHICAL UNIVARITE ANALYSIS- DETERMINE SKEWNESS AND OUTLIERS BY OBSERVING THE DIFFERENCE BETWEEN MEAN & MEDIAN AND 75TH PERCENTILE VALUE AND MAX FIGURE

- GRAPHICAL UNIVARIATE ANALYSIS - COUNT PLOTS, BAR GRAPHS, SWARMPLOTS ETC

- ANALYSIS OF THE DATA