

Project: Customer Churn Prediction

- **Objective:** Build a model to predict customer churn based on telecom customer data.
- **Dataset:** [Telco Customer Churn Dataset](#)

Project Goals:

Data Collection:

- Import customer churn dataset from Kaggle.
- Ensure customer privacy compliance when handling sensitive data.

Data Exploration:

- Understand key customer behaviors and subscription trends.
- Identify common reasons for churn.

Data Preprocessing:

- Handle missing values and outliers.
- Convert categorical variables (e.g., contract type) into numerical formats.

Exploratory Data Analysis (EDA):

- Analyze correlation between churn and factors like contract type, payment method.
- Use bar charts and heatmaps to visualize trends.

Feature Selection:

- Identify the most important features for churn prediction using feature importance analysis.

Conclusion:

Use insights to suggest retention strategies and improve customer service.