



# DEPARTMENT OF APEX INSTITUTE OF TECHNOLOGY

## PROJECT PROPOSAL

### 1. Project Title: - Customer Churn Prediction in Subscription Services

**2. Project Scope:** - The aim of this project is to develop a machine learning model to predict customer churn in subscription-based services, enabling businesses to proactively address issues and retain customers through personalized strategies. Customer churn represents a significant challenge for businesses. The ability to predict and mitigate churn is crucial for maintaining a sustainable and thriving subscriber base. This project aims to leverage the power of machine learning to develop an advanced predictive model that anticipates customer churn in subscription services, thereby empowering businesses to proactively address retention challenges. This project will encompass a diverse range of subscription services, including but not limited to streaming platforms, software subscriptions, and online memberships. The machine learning model will be designed to accommodate the unique characteristics of different subscription-based businesses, fostering adaptability across various industries.

### 3. Requirements: -

- Hardware Requirements:  
Processor –Core i3  
Hard Disk – 160 GB  
Memory – 1GB RAM
- Software Requirements:  
Windows 8 or Higher  
Visual Studio 2010  
APIs :Numpy,Pandas, PySpark ,Matplotlib

### STUDENTS DETAILS

Name	UID	Signature
Srishti Raj	20BCS4391	Srishti
Harsh Kumar Deo	20BCS4393	Harsh
Pooja Verma	20BCS4439	Pooja

**APPROVAL AND AUTHORITY TO PROCEED**

We approve the project as described above, and authorize the team to proceed.

Name	Title	Signature (With Date)
Pulkit Dwivedi (E13432)	Customer Churn Prediction In Subscription Services	