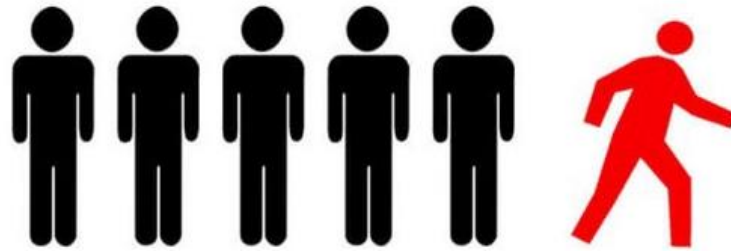# CUSTOMER CHURN

Companies usually have a greater focus on customer acquisition and keep retention as a secondary priority. However, it can cost five times more to attract a new customer than it does to retain an existing one. Increasing customer retention rates by 5% can increase profits by 25% to 95%, according to research done by Bain & Company.

Q-1: Read the dataset

Q-2: Find shape and Data Types

Q-3: Information and Summary

Q-4: Find unnecessary columns and deal with it

Q-5: find the NaN point in dataset

Q-6: Fill the NaN values if required

Q-7: Find unique values in all the columns

Q-8: Find the values of each columns

Q-9: How many customer took tech support and show on pie chart
Q-10 Plot the churned customer and non-churned customer

Q-11 Convert String values to Numeric values

Q-12: Split the features and Target values

Q-13: Data Splitting into training and testing dataset with 80:20 Ratio

Q-14: Apply feature Scaling into training dataset

Q-15: Select the best algorithm and apply with training dataset

Q-16: Analyse the model accuracy

Q-17: Model validation

Q-18: User testing

Q-19: Summarize the accuracy

Q-20 Conclusion