PROJECT SYNOPSIS

Study of Membership Attrition Prediction

*Submitted towards the partial fulfillment of the criteria for award of Post Graduate
In Data Analytics by Imarticus*

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Scope & Objective

Churn rate is a marketing metric that describes the number of customers who leave a business over a specific time period. . Every user is assigned a prediction value that estimates their state of churn at any given time. This value is based on:

* User demographic information
* Browsing behavior
* Historical purchase data among other information

Business Problem Statement

It factors in our unique and proprietary predictions of how long a user will remain a customer. This score is updated every day for all users who have a minimum of one conversion.

Data Sources

* KAGGLE

Analytics Tools

* JUPYTER NOTEBOOK
* VS CODE

Analytics Approach

1. Exploratory Data Analysis
2. Preparing the data to train a model
3. Prediction the target variable
4. Logistic classifier , Decision Tress ,Random Forest , Ada Boosting & XG Boosting
5. Comparing model performances

KPIs, Timelines, Milestones

KPIs include accuracy score, confusion matrix, classification report, learning curve. Timelines are :

i).14.01.2023 - Find the Project
ii).21.01.2023 - Finalize the project
iii).28.01.2023 - Complete the project
iv). 04.02.2023 - Evaluate the project