**📌 Interview Questions on Customer Churn Project**

**🔹 General Project Understanding**

1. What is customer churn? Why is it important for businesses?
2. What was the size of your dataset and how many features were there?
3. What type of data did you have — categorical, numerical, or mixed?
4. What business problem are you solving with churn prediction?
5. How can your project help a telecom company reduce churn?

**🔹 Data Understanding & EDA**

1. What are the main columns in your dataset?
2. Which features were most important in predicting churn?
3. What insights did you get from the EDA (Exploratory Data Analysis)?
4. Which type of customers had the highest churn rate?
5. How does contract type affect churn?
6. Did you notice any data imbalance in the churn column?
7. What data cleaning steps did you perform?

**🔹 Feature Engineering**

1. Which features did you drop and why? (e.g., customerID)
2. How did you handle categorical features?
3. Why did you use one-hot encoding for categorical variables?
4. How did you deal with missing values in TotalCharges?
5. Did you create any new features from the dataset?

**🔹 Machine Learning & Model Choice**

1. Which machine learning models did you try for churn prediction?
2. Why did you choose your final model?
3. What performance metrics did you use (Accuracy, Precision, Recall, F1-score, ROC-AUC)?
4. Why is recall more important than accuracy in churn prediction?
5. How did you handle class imbalance (since churn = Yes is fewer)?
6. Did you tune hyperparameters? If yes, how?
7. How do you interpret feature importance from your model?
8. Could you explain how Random Forest works in simple terms?

**🔹 Deployment & Application**

1. How did you deploy your model?
2. Why did you use Streamlit for deployment?
3. How does the user input data for prediction in your app?
4. What is the purpose of bulk CSV upload in your app?
5. How would a business use the churn predictions from your system?

**🔹 Business Insights & Improvements**

1. Based on your analysis, what steps should a telecom company take to reduce churn?
2. Which group of customers should the company focus retention efforts on?
3. If a customer has high monthly charges and month-to-month contract, what is your recommendation?
4. What would you improve in your project if you had more time?
5. How can this project be extended in real-world scenarios (e.g., personalized offers, retention campaigns)?

**🏆 Bonus (HR-style + tricky questions)**

1. Explain your project in 2 minutes to a non-technical interviewer.
2. If you had 1 million customer records, would your current model scale?
3. What challenges did you face while working on this project?
4. If your model predicts a loyal customer as churn, what’s the business impact?
5. How would you convince management to invest in churn prediction?

👉 These questions test **technical skills, business understanding, and storytelling ability**.  
In interviews, always connect your answers to **business impact**:

“Month-to-month customers churn more, so the company should offer discounts or incentives to push them into longer contracts.”