**Customer attrition problem**

**OBJECTIVE:**

* To build models that predict the rate of customer attrition or churning based on the given dataset.
* To plot graphical analysis of observations.
* Identification of factors affecting the churn and suggest ways to deal with the problem.

**OBSERVATIONS:**

* Recent clients are more likely to churn
* Clients with higher Monthly Charges are also more likely to churn
* Customers that doesn't have partners are more likely to churn
* Customers without dependents are also more likely to churn
* Customers with paperless billing are more probable to churn
* The preferred payment method is Electronic check with around 35% of customers. This method also has a very high churn rate
* Short term contracts have higher churn rates
* One and two year contracts probably have contractual fines and therefore customers have to wait until the end of contract to churn.

**DEPLOYED MODELS:**

* Logistic Regression
* Decision Tree
* Random Forest
* SVM