**Business Requirements**

The primary business objective of this project is to develop a machine learning model that accurately predicts Customer Lifetime Value (CLV) and identifies the key factors contributing to customer churn at T-Mobile. Understanding CLV helps the company determine which customers are most valuable and which are at risk of leaving, allowing for more effective customer acquisition and retention strategies. By analyzing purchase frequency, churn risk, customer demographics, service usage, and payment behaviors, the project aims to provide actionable insights that can enhance targeted marketing campaigns, improve customer engagement, and reduce overall churn rates. The insights gained from this predictive model will help T-Mobile in optimizing budget allocation for customer retention programs, creating personalized loyalty incentives, and improving service quality to retain high-value customers. Ultimately, the goal is to ensure sustainable revenue growth, reduce customer turnover, and strengthen T-Mobile’s competitive position in the telecom market.