# customer churn prediction

phase3 project submission

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phase 3 project : developement part 1

### **ABSTRACT:**

 Customer churn, the rate at which customers discontinue their association with a company, poses a significant challenge for businesses across industries. In an era marked by data abundance, this study leverages the power of data analytics to predict and mitigate customer churn. This research employs a comprehensive dataset of

interactions, including customer demographics, transaction history, and customer feedback, and applies various learning and statistical machine techniques to develop predictive models. The aim is to identify the key factors that influence customer attrition and provide businesses with actionable insights to proactively retain their customer base. The results show promising predictive accuracy, offering companies an opportunity to optimize their customer retention strategies and enhance customer satisfaction. This research contributes to the growing of customer relationship field by showcasing management potential of data analytics in predicting

and preventing customer churn, ultimately fostering sustainable business growth.

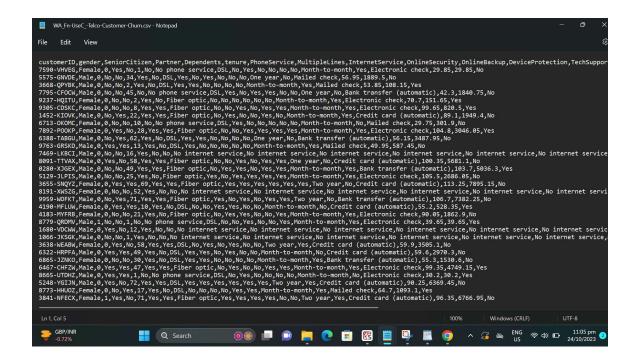
## **DATA SOUCE:**

 Churn prediction relies on data from various sources, including senior
citizen, gender, techsupport, phoneservice, multiple lines, internet service and
customer feedback

## **DATA LINK:**

https://www.kaggle.com/datasets/blastcha r/telco-customer-churn

#### **DATASET:**



### **PROGRAM:**

