

Model Development Phase Template

Date	15 July 2024
Team ID	739699
Project Title	Telecom customer churn prediction
Maximum Marks	5 Marks

Feature Selection Report Template

In the forthcoming update, each feature will be accompanied by a brief description. Users will indicate whether it's selected or not, providing reasoning for their decision. This process will streamline decision-making and enhance transparency in feature selection.

Feature	Description	Selected (Yes/No)	Reasoning
RowNumber	It defines the number of rows	NO	It is not an necessary column to predict churn
CustomerId	Unique identifier for every customer	NO	customerId is not required for predicting the customer churn
Surname	Customer's last name.	NO	Typically not useful for prediction; does not influence churn behavior.
CreditScore	Numeric score representing the	YES	Important predictor; may influence the customer's likelihood to churn.

	customer's creditworthiness.		
Geography	Customer's location (e.g., country or region)	YES	Can affect churn rates due to regional service quality and competition.
Gender	Customer's gender.	YES	May have some influence on churn behavior.
Age	Customer's age.	YES	Important predictor; different age groups may have different churn behaviors.
Tenure	Number of years the customer has been with the company.	YES	Longer tenure often indicates customer loyalty
Balance	Customer's account balance.	YES	Can indicate financial stability and satisfaction with services.
NumOfProducts	Number of products the customer has with the company.	YES	More products may indicate higher engagement and lower churn probability.
HasCrCard	Indicates if the customer has a credit card (1 = Yes, 0 = No).	YES	May impact churn; credit card holders might have different engagement levels.
IsActiveMember	Indicates if the customer is an active member (1 = Yes, 0 = No).	YES	Active members are less likely to churn

EstimatedSalary	Customer's estimated salary.	YES	Higher salary might correlate with lower churn rates.
Exited	Indicates if the customer has churned (1 = Yes, 0 = No).	YES	Target variable; used to train the model to predict churn.