**Project title :** customer churn prediction

**PHASE 1: project Definition and Design Thinking**

**Project definition:** The project involves using IBM Cognos to predict customer churn and identify factors influencing customer retention. The goal is to help businesses reduce customer attrition by understanding the patterns and reasons behind customers leaving. This project includes defining analysis objectives, collecting customer data, designing relevant visualizations in IBM Cognos, and building a predictive model

**Project step**

**DESIGN THINKING:**

1. Analysis objectives:

The main goal is to predict the reason for costumers retention and finding a solution.

2. Data collection:

The data can be collected by Customer Surveys: Design online or in-store surveys to gather feedback directly from customers about their experiences and preferences.

Website Analytics: Use tools like Google Analytics to track website visitors, their behavior, and preferences on your site.

Social Media Insights: Platforms like Facebook, Twitter, and Instagram offer analytics tools to understand your audience, their interests, and interactions with your content.

3. Visualization strategy:This prediction can be visualised by using bar charts or heatmaps. This shows which factors significantly contribute to customer churn.

4. Predictive modelling:

Logistic Regression: Logistic regression is a popular algorithm for binary classification problems like churn prediction. It's simple, interpretable, and works well when the relationship between features and the target variable (churn) is approximately linear.

**Conclusion:**

This project mainly focuses on how to improve the quality of the products and how to make costumers get into the satisfiable shopping