Group FTR
Week 10: Deliverables

Team Details

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Problem statement

Churn rate is a marketing metric that describes the number of customers who leave a business over a specific time. Every user is assigned a prediction value that estimates their state of churn at any given time.

Business Understanding

Browsing behavior Historical purchase data among other information It factors in our unique and proprietary predictions of how long a user will remain a customer. This score is
updated every day for all users who have a minimum of one conversion. The values assigned are between 1 and 5.

Project lifecycle

Two weeks—deadline (1/09/2022)

Data intake report

Name: Customer Churn score prediction
Report date: 18/08/2022
Internship Batch: LISUM11: 30
Version:<1.0>
Data intake by: Fabian Umeh, Rukevwe Ovuowo, and Olutayo Oladeinbo
Data intake reviewer: Group members
Data storage location: GitHub
Tabular data details:
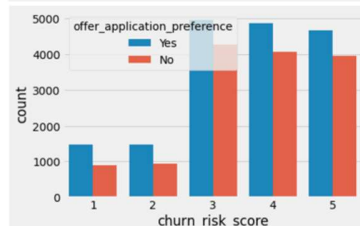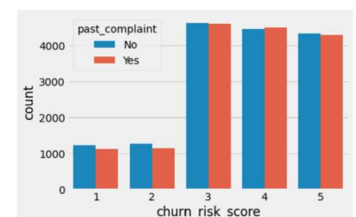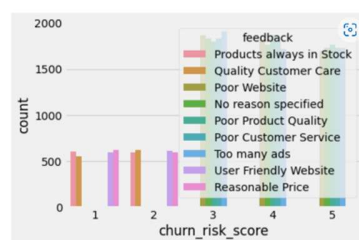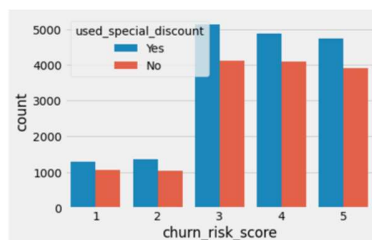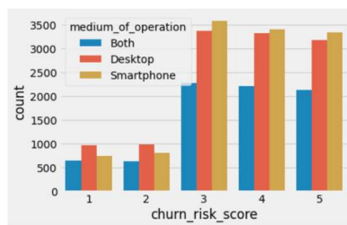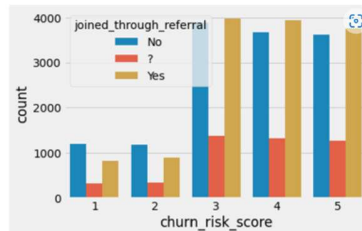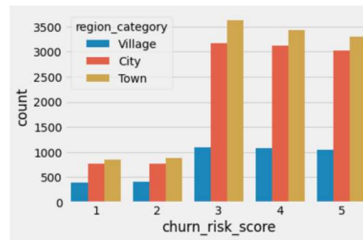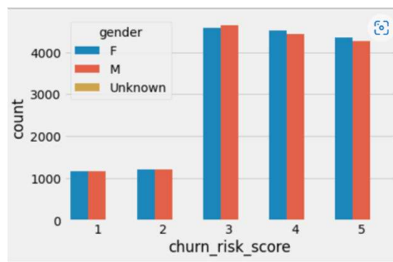Total number of observations: 36992
Total number of files: 1
Total number of features: 25
Base format of the file: .csv
Size of the data: 8.3 MB
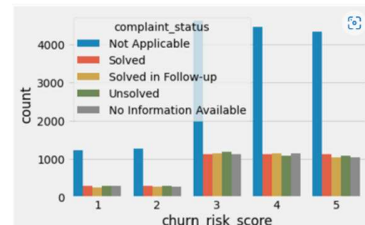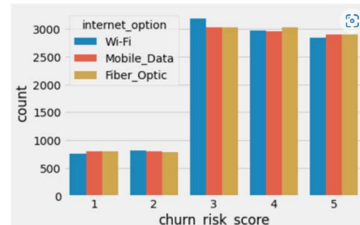
Final Recommendations.

- ✓ Both male and female customers have nearly equal rates of churn risk in the data group collected
- ✓ There are lesser chances of customers from the village to churn when compared to customers from cities and towns
- ✓ Customers with basic or no membership category shows the highest churn risk score
- ✓ The data collected for shows no meaningful difference I churn risk between customers who joined through referrals and those who did not
- ✓ Offer types shows no bearing in customer churning risk

- According to the data collected, the number of customers with high churn risk scores that use either desktop or smartphones are significantly higher than those that use both.
- Internet options does not reveal any meaningful bearing on customer churn risks
- Most complaints made by customers are usually 'Not applicable'