A Project on Customer Churn Prediction

Contributors

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Problem statement

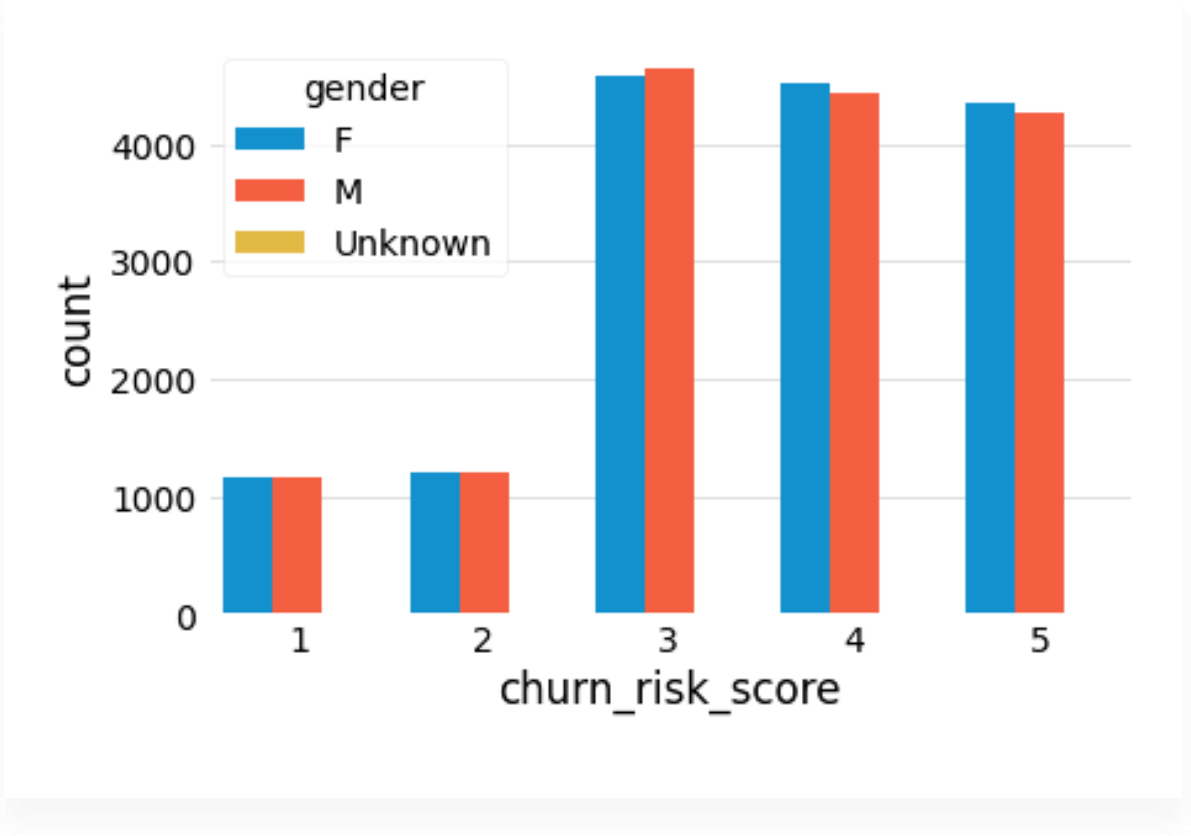
Churn rate is a marketing metric that describes the number of customers who leave a business over a specific time. Every user is assigned a prediction value that estimates their state of churn at any given time.

Business Understanding

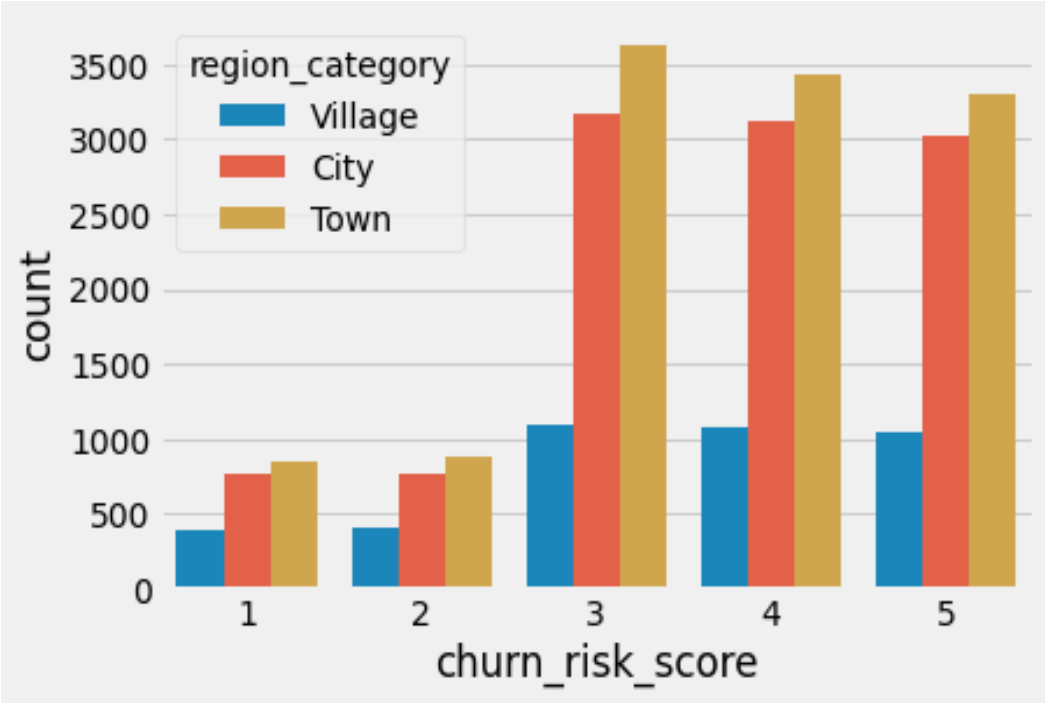
Browsing behavior Historical purchase data among other information It factors in our unique and proprietary predictions of how long a user will remain a customer. This score is updated every day for all users who have a minimum of one conversion. The values assigned are between 1 and 5.

Risks Data

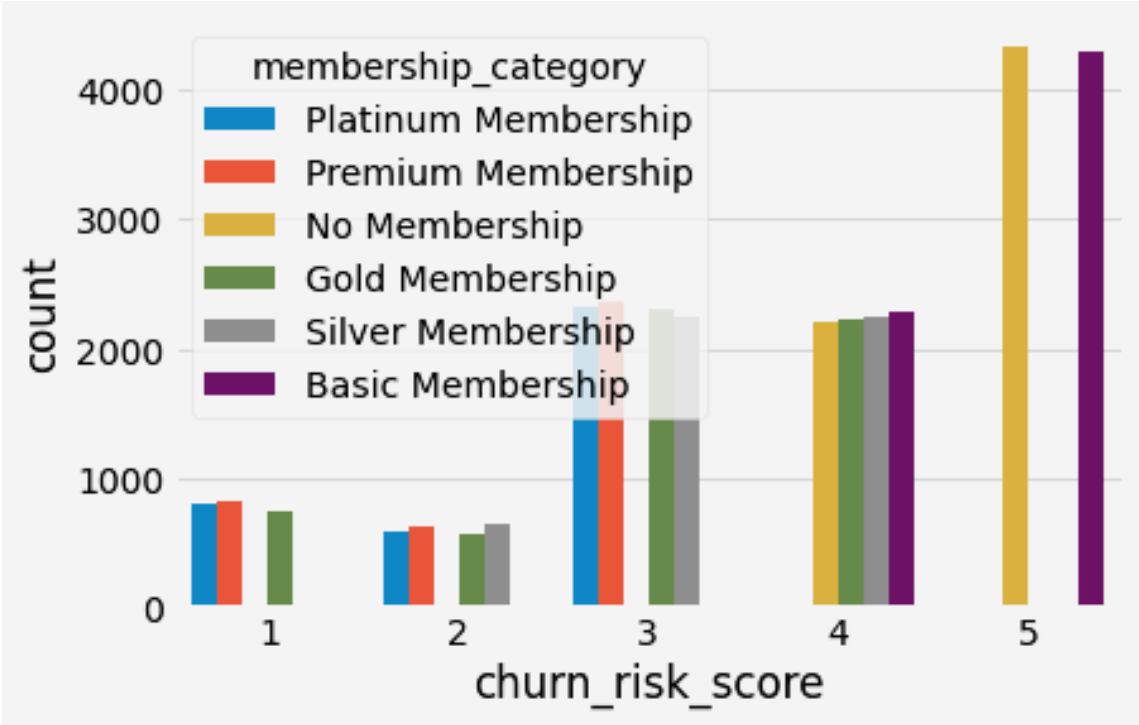
Both male and female customers have nearly equal rates of churn risk in the data group collected



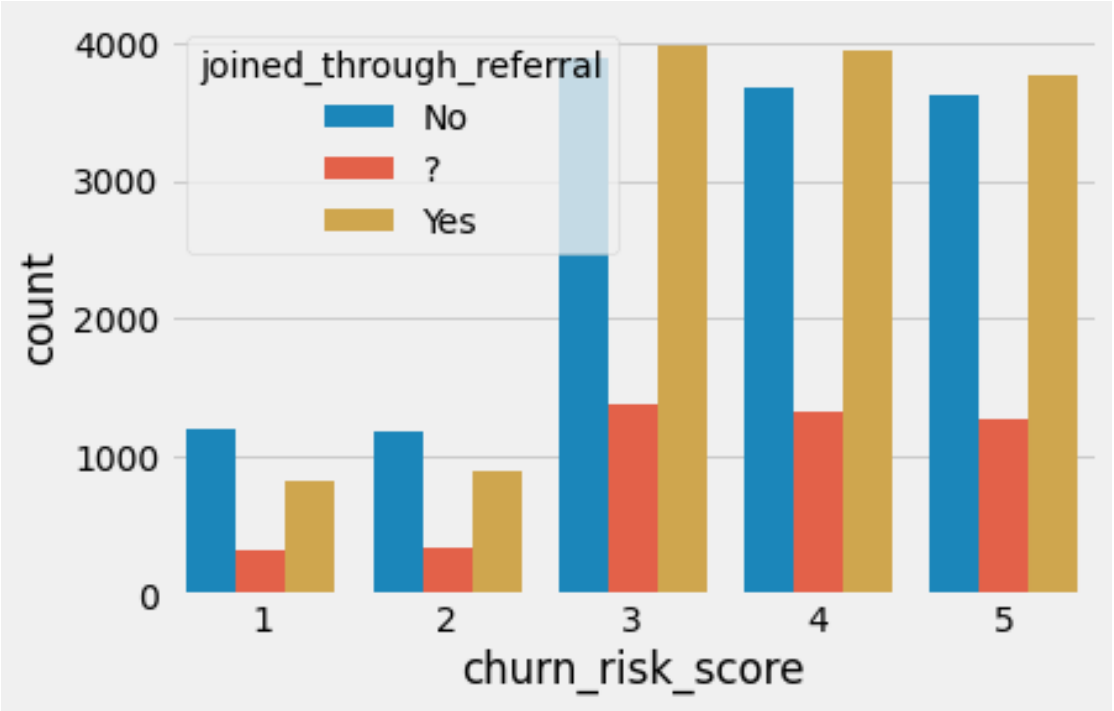
There are lesser chances of customers from the village to churn when compared to customers from cities and towns



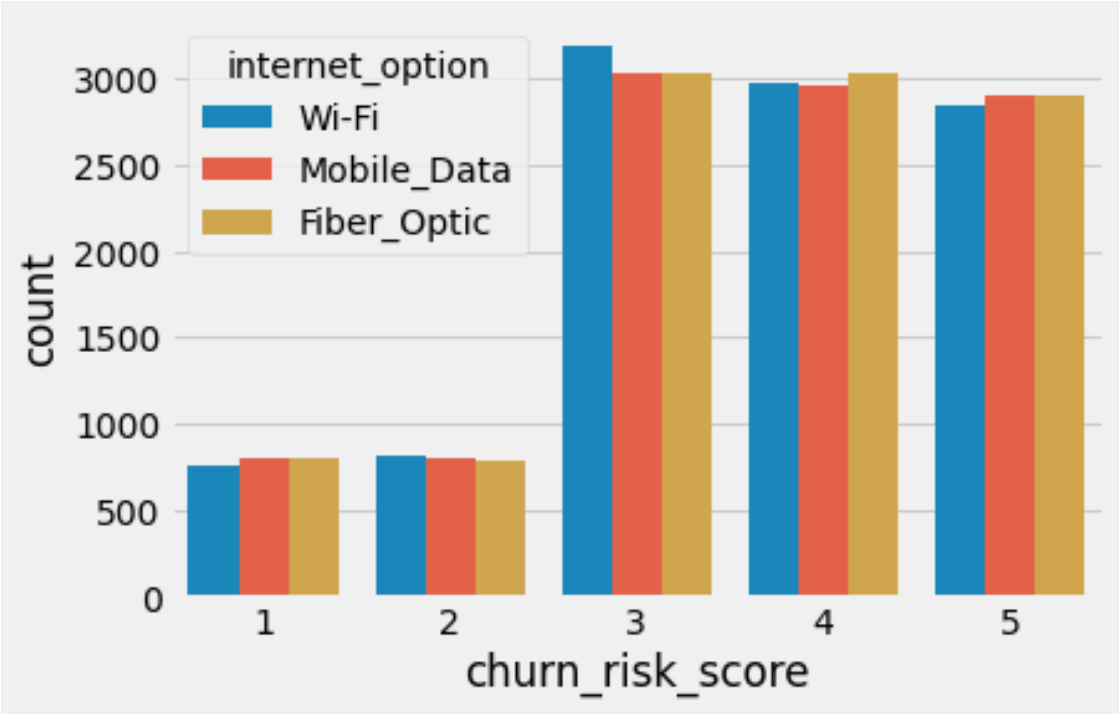
Customers with basic or no membership category shows the highest churn risk score



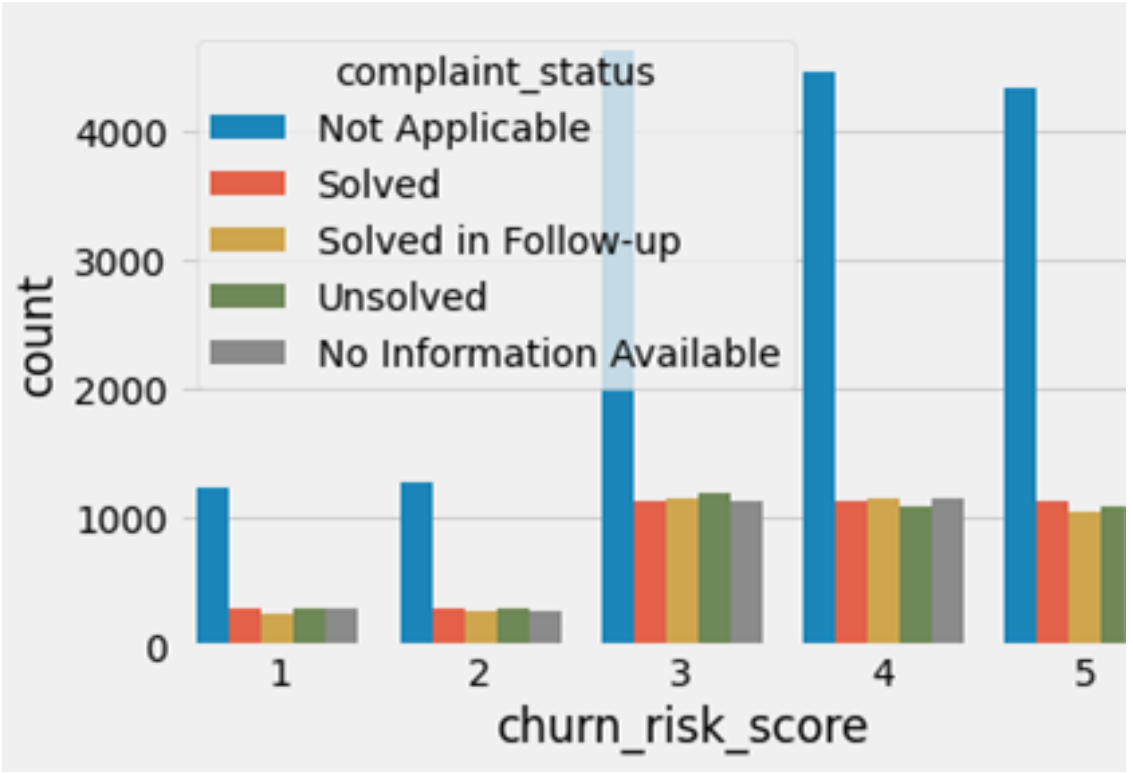
The data collected for shows no meaningful difference I churn risk between customers who joined through referrals and those who did not



Internet options does not reveal any meaningful bearing on customer churn risks



Most complaints made by customers are usually ‘Not applicable’



Model Used

- Random Forest Classifier
- K Nearest Neighbours Classifier
- Multi-layer Perceptron Classifier
- Neural Network (Three layers)

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Thank You