

Week 7: 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 behaviour 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