Final Project Segment 1 Deliverables

Presentation:

* Topic: Telco Customer Churn
* Reason for topic selection: Interests marketing, customer relations, and sales.
* Resources:
  + Data Source:
    - WA\_Fn-UseC\_-Telco-Customer-Churn.csv
    - Kaggle (include link in readme.md)
  + Software: (add versions)
    - Python
    - Plotly
    - Tableau
    - MongoDB
    - PostgreSQL
* Questions to answer:
  + What customers are more likely to change companies?
  + What customers are less likely to change companies?
  + How to reduce customer churn?
  + Benefits of reducing customer churn? Cost saving profits
* Focal points:
  + Average customer’s lifetime value.
  + Telco products.
  + Customer insights (i.e., characteristics, product utilization)

GitHub:

* README.md
* Communication protocol
* 5 Branches: Main branch and one branch per team member
* 4 Commits per team member

Machine Learning Model:

* Takes in data from the provisional database
* Outputs label(s) for input data
* Proposed algorithms: Decision Tree Classifier, Logistic Regression Classifier

Database:

* Sample Data, that mimics the expected final database structure or schema
* Draft machine learning module is connected to the provisional database

Tools:

* Clean, prepare, and explore the data 🡪 Python
* Complete initial analysis 🡪 Python
* Create visuals to help tell the data story 🡪Tableau, Plotly
* Store your cleaned data 🡪 Postgres
* Build a dashboard 🡪Tableau

Graphical user interface, application

Description automatically generated