**Problem Statement**

In the competitive telecommunications industry, customer churn - where customers become inactive and stop purchasing services - is a significant challenge. An African telecommunications service company is particularly concerned about customers ceasing to purchase airtime and data bundles. This project aims to develop a machine learning model to predict the likelihood of customer churn, helping the company to proactively retain its customer base.

**Project Aim**

The primary aim of this project is to build a predictive model that assesses the likelihood of customers becoming inactive and discontinuing their purchase of airtime and data for a period of 90 days. By leveraging customer data, the model will identify customers at risk of churning, enabling the company to implement targeted retention strategies and interventions.

**Benefits of the Solution**

1. Enhanced Customer Retention: By identifying at-risk customers, the company can implement timely and personalized interventions, such as improved service plans, to retain them. This directly contributes to maintaining a stable customer base and reducing churn.

2. Cost Efficiency: Retaining existing customers is generally more cost-effective than acquiring new ones. By reducing customer churn, the company can minimize the expenses associated with marketing and sales efforts aimed at attracting new customers, thereby optimizing resource allocation and improving profitability.