**Project 1:**

When a customer stop doing business with a company it is customer churn. Customer retention is always cheaper than acquiring new customers.

Hence all companies find ways and means to reduce the customer churn.

Shipping and Logistics companies face increased competition from a lot of new entrants using similar business models. Naturally all Shipping and

Logistics companies do not want to lose their customer to competition.

Reference: https://investmentbank.com/shipping-logistics-2017-general-industry-overview/ http://www.ijsrp.org/research-paper-1117/ijsrpp7149.pdf

**Problem Statement**

**Using the data set, customer\_data.csv of a premier Shipping and Logistics company, use RFM to classify customers and do factor engineering and build a model that can predict churn.**

**Write your recommendations and priority clusters to reduce churn.**

Note RFM: Recency, Frequency and Monetary value be used to segment customers