CUSTOMER CHURN PREDICTION

Machine Intelligence

BACHELOR OF TECHNOLOGY- V Sem CSE

Department of Computer Science & Engineering

SUBMITTED BY

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PROBLEM STATEMENT

Customer churn is the percentage of customers that stopped using your company's product or service during a certain time frame. Predicting customer churn is a challenging but extremely important business problem especially in industries where the cost of customer acquisition (CAC) is high such as technology, telecom, finance, etc. The ability to predict that a particular customer is at a high risk of churning, while there is still time to do something about it, represents a huge additional potential revenue source for companies.

LIBRARIES:

PANDAS
NUMPY
TENSOR FLOW2.0
KERAS

FEASIBILITY STUDY:

MOST COMPANIES TODAY FACE A HIGH CUSTOMER CHURN RATE WHICH IN TURN EFFECTS THEIR BUSINESS AS THEY LOSE THEM.AND MOST COMPANIES TODAY ARE IN CRISIS AND FACING SEVERE LOSS.
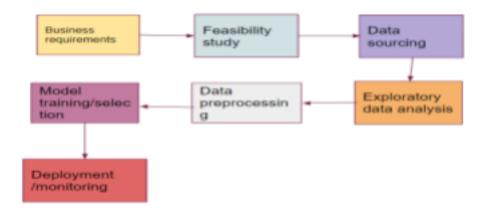- WE WANT TO SOLVE THIS PROBLEM BY USING ANN.

Design Approach:

- **Outline business justification and stakeholder needs.**
- **List of requirements and project objectives.**
- **Project scope statement.**
- **List of deliverables and estimated due dates.**
- **Detailed project schedule.**

● **Risk assessment and management plan.**

● **Defined roles and responsibilities.**

WORK FLOW DIAGRAM

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Few references:

● Customer churn prediction by neural networks
● Customer churn prediction system:a machine learning approach
● A survey on churn prediction using machine learning techniques