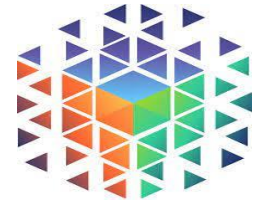


Customer churn.



Abstract:

Anticipate behavior for clients who will terminate their relationships with the organization. It is also a very important aspect of the organization as it helps in measuring the growth of the company.

The purpose of this project is to build a model to predict whether or not a particular customer will flop using different classification algorithms and techniques.

Data Description

- The data for this project will be obtained from [IBM Sample Data Sets]
- Data will contain about 7,000 rows
- One individual row in the data signifies one unique observation of a customer's behavior (features)
- Customers who have left in the past– the column is called Churn.

Algorithm

- I intend to explore the data to gain more insightful info before I even start modeling
- I intend to build a classification model to predict if a given customer will if a customer will terminate their services (churn) or will continue (Not churn).
- I will explore various classification algorithms to achieve the best possible classifier by comparing on various metrics.

Tools: Python, pandas

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