**Customer Churn Analysis**

**Project Description**

Customer churn is when a company’s customers stop doing business with that company. Businesses are very keen on measuring churn because keeping an existing customer is far less expensive than acquiring a new customer. New business involves working leads through a sales funnel, using marketing and sales budgets to gain additional customers. Existing customers will often have a higher volume of service consumption and can generate additional customer referrals.

Customer retention can be achieved with good customer service and products. But the most effective way for a company to prevent attrition of customers is to truly know them. The vast volumes of data collected about customers can be used to build churn prediction models. Knowing who is most likely to defect means that a company can prioritise focused marketing efforts on that subset of their customer base.

Preventing customer churn is critically important to the telecommunications sector, as the barriers to entry for switching services are so low.

You will examine customer data from IBM Sample Data Sets with the aim of building and comparing several customer churn prediction models.

**Dataset Link-**

* <https://github.com/dsrscientist/DSData/blob/master/Telecom_customer_churn.csv>

**Rainfall Weather Forecasting**

**Project Description**

**Weather forecasting** is the application of science and technology to predict the **conditions of the atmosphere** for a given **location**and **time**. **Weather forecasts**are made by collecting **quantitative data**about the **current state of the atmosphere** at a given place and using meteorology to project how the atmosphere will change.

Rain Dataset is to predict whether or not it will rain tomorrow. The Dataset contains about 10 years of daily weather observations of different locations in Australia. **Here, predict two things:**

**1. Problem Statement:**

a) Design a predictive model with the use of machine learning algorithms to forecast **whether or not it will rain tomorrow**.

b)  Design a predictive model with the use of machine learning algorithms to **predict how much rainfall could be there**.

**Dataset Description:**

Number of columns: **23**

Date  - The date of observation

Location  -The common name of the location of the weather station

MinTemp  -The minimum temperature in degrees celsius

MaxTemp -The maximum temperature in degrees celsius

Rainfall  -The amount of rainfall recorded for the day in mm

Evaporation  -The so-called Class A pan evaporation (mm) in the 24 hours to 9am

Sunshine  -The number of hours of bright sunshine in the day.

WindGustDi r- The direction of the strongest wind gust in the 24 hours to midnight

WindGustSpeed -The speed (km/h) of the strongest wind gust in the 24 hours to midnight

WindDir9am -Direction of the wind at 9am

WindDir3pm -Direction of the wind at 3pm

WindSpeed9am -Wind speed (km/hr) averaged over 10 minutes prior to 9am

WindSpeed3pm -Wind speed (km/hr) averaged over 10 minutes prior to 3pm

Humidity9am -Humidity (percent) at 9am

Humidity3pm -Humidity (percent) at 3pm

Pressure9am -Atmospheric pressure (hpa) reduced to mean sea level at 9am

Pressure3pm -Atmospheric pressure (hpa) reduced to mean sea level at 3pm

Cloud9am - Fraction of sky obscured by cloud at 9am.

Cloud3pm -Fraction of sky obscured by cloud

Temp9am-Temperature (degrees C) at 9am

Temp3pm -Temperature (degrees C) at 3pm

RainToday -Boolean: 1 if precipitation (mm) in the 24 hours to 9am exceeds 1mm, otherwise 0

RainTomorrow -The amount of next day rain in mm. Used to create response variable . A kind of measure of the "risk".

**Dataset Link-**

* <https://raw.githubusercontent.com/dsrscientist/dataset3/main/weatherAUS.csv>
* <https://github.com/dsrscientist/dataset3>

**Insurance Claim Fraud Detection**

**Project Description**

Insurance fraud is a huge problem in the industry. It's difficult to identify fraud claims. Machine Learning is in a unique position to help the Auto Insurance industry with this problem.

In this project, you are provided a dataset which has the details of the insurance policy along with the customer details. It also has the details of the accident on the basis of which the claims have been made.

In this example, you will be working with some auto insurance data to demonstrate how you can create a predictive model that predicts if an insurance claim is fraudulent or not.

**Independent Variables**

1. months\_as\_customer: Number of months of patronage
2. age: the length of time a customer has lived or a thing has existed
3. policy\_number: It is a unique id given to the customer, to track the subscription status and other details of customer
4. policy\_bind\_date:date which document that is given to customer after we accept your proposal for insurance
5. policy\_state: This identifies who is the insured, what risks or property are covered, the policy limits, and the policy period
6. policy\_csl: is basically Combined Single Limit
7. policy\_deductable: the amount of money that a customer is responsible for paying toward an insured loss
8. policy\_annual\_premium: This means the amount of Regular Premium payable by the Policyholder in a Policy Year
9. umbrella\_limit: This means extra insurance that provides protection beyond existing limits and coverages of other policies
10. insured\_zip: It is the zip code where the insurance was made
11. insured\_sex: This refres to either of the two main categories (male and female) into which customer are divided on the basis of their reproductive functions
12. insured\_education\_level: This refers to the Level of education of the customer
13. insured\_occupation: This refers Occupation of the customer
14. insured\_hobbies: This refers to an activity done regularly by customer in his/her leisure time for pleasure.
15. insured\_relationship: This whether customer is: single; or. married; or. in a de facto relationship (that is, living together but not married); or. in a civil partnership
16. capital-gains: This refers to profit accrued due to insurance premium
17. capital-loss: This refers to the losses incurred due to insurance claims
18. incident\_date: This refers to the date which claims where made by customers
19. incident\_type: This refers to the type of claim/vehicle damage made by customer
20. collision\_type: This refers to the area of damage on the vehicle
21. incident\_severity: This refers to the extent/level of damage
22. authorities\_contacted: This refers to the government agencies that were contacted after damage
23. incident\_state: This refers to the state at which the accident happened
24. incident\_city: This refers to the city at which the accident happened
25. 1ncident\_location: This refers to the location at which the accident happened
26. incident\_hour\_of\_the\_day: The period of the day which accident took place
27. number\_of\_vehicles\_involved: This refers to number of vehicles involved the accident
28. property\_damage: This refers to whether property was damaged or not
29. bodily\_injuries: This refers to injuries sustained
30. witnesses: This refers to the number of witnesses involved
31. police\_report\_available: This refers to whether the report on damage was documented or not
32. total\_claim\_amount: This refers to the financial implications involved in claims
33. injury\_claim: This refers to physical injuries sustained
34. property\_claim: This refers to property damages during incident
35. vehicle\_claim: This refers to property damages during incident
36. auto\_make: This refers to the make of the vehicle
37. auto\_model: This refers to the model of the vehicle
38. auto\_year: This refers to the year which the vehicle was manufactured
39. \_c39:
40. fraud\_reported

**Dataset Link-**

* <https://github.com/dsrscientist/Data-Science-ML-Capstone-Projects/blob/master/Automobile_insurance_fraud.csv>

**Zomato Restaurant**

**Project Description**

Zomato Data Analysis is one of the most useful analysis for foodies who want to taste the best

cuisines of every part of the world which lies in their budget. This analysis is also for those who

want to find the value for money restaurants in various parts of the country for the cuisines.

Additionally, this analysis caters the needs of people who are striving to get the best cuisine of

the country and which locality of that country serves that cuisines with maximum number of

restaurants.

**Data Storage:**

This problem statement contains two datasets- **Zomato.csv** and **country\_code.csv.**

**Country\_code.csv** contains two variables:

• Country code

• Country name

The collected data has been stored in the Comma Separated Value file **Zomato.csv**. Each

restaurant in the dataset is uniquely identified by its Restaurant Id. Every Restaurant contains the following variables:

• Restaurant Id: Unique id of every restaurant across various cities of the world

• Restaurant Name: Name of the restaurant

• Country Code: Country in which restaurant is located

• City: City in which restaurant is located

• Address: Address of the restaurant

• Locality: Location in the city

• Locality Verbose: Detailed description of the locality

• Longitude: Longitude coordinate of the restaurant&#39;s location

• Latitude: Latitude coordinate of the restaurant&#39;s location

• Cuisines: Cuisines offered by the restaurant

• Average Cost for two: Cost for two people in different currencies ��

• Currency: Currency of the country

• Has Table booking: yes/no

• Has Online delivery: yes/ no

• Is delivering: yes/ no

• Switch to order menu: yes/no

• Price range: range of price of food

• Aggregate Rating: Average rating out of 5

• Rating color: depending upon the average rating color

• Rating text: text on the basis of rating of rating

• Votes: Number of ratings casted by people

**Problem statement : In this dataset predict 2 things –**

1) Average Cost for two

2) Price range

**Hint :** Use pandas merge operation -- pd.merge (df1,df2) to combine two datasets

**Dataset Link-**

* <https://github.com/dsrscientist/dataset4/blob/main/Country-Code.xlsx>
* <https://github.com/dsrscientist/dataset4/blob/main/zomato.csv>