# Ikumochu Artificial Intelligence Model

We are going to use the Ikumochu model to predict anything (from the airline, mobile network, internet service, e-commerce customers, and so on) customers churning and which service/feature to increase or reduce in order to keep the customers using the same service.

In order to solve this problem, we need to get the weights of the general features in the dataset so that we identify what features cause customers to churn and what features cause customers to stay and then we can predict which customers might soon churn and how can we improve some features on these customers in order to keep them as customers.

# Logistic Regression Model

The logistic function is given by:

p = 1 / (1 + e^-(mx+c))