Github : https://github.com/ajay200510/CUSTERMER-CHURN

Predicting Customer Churn using Machine Learning

Uncover Hidden Patterns to Improve Retention

DETAILS

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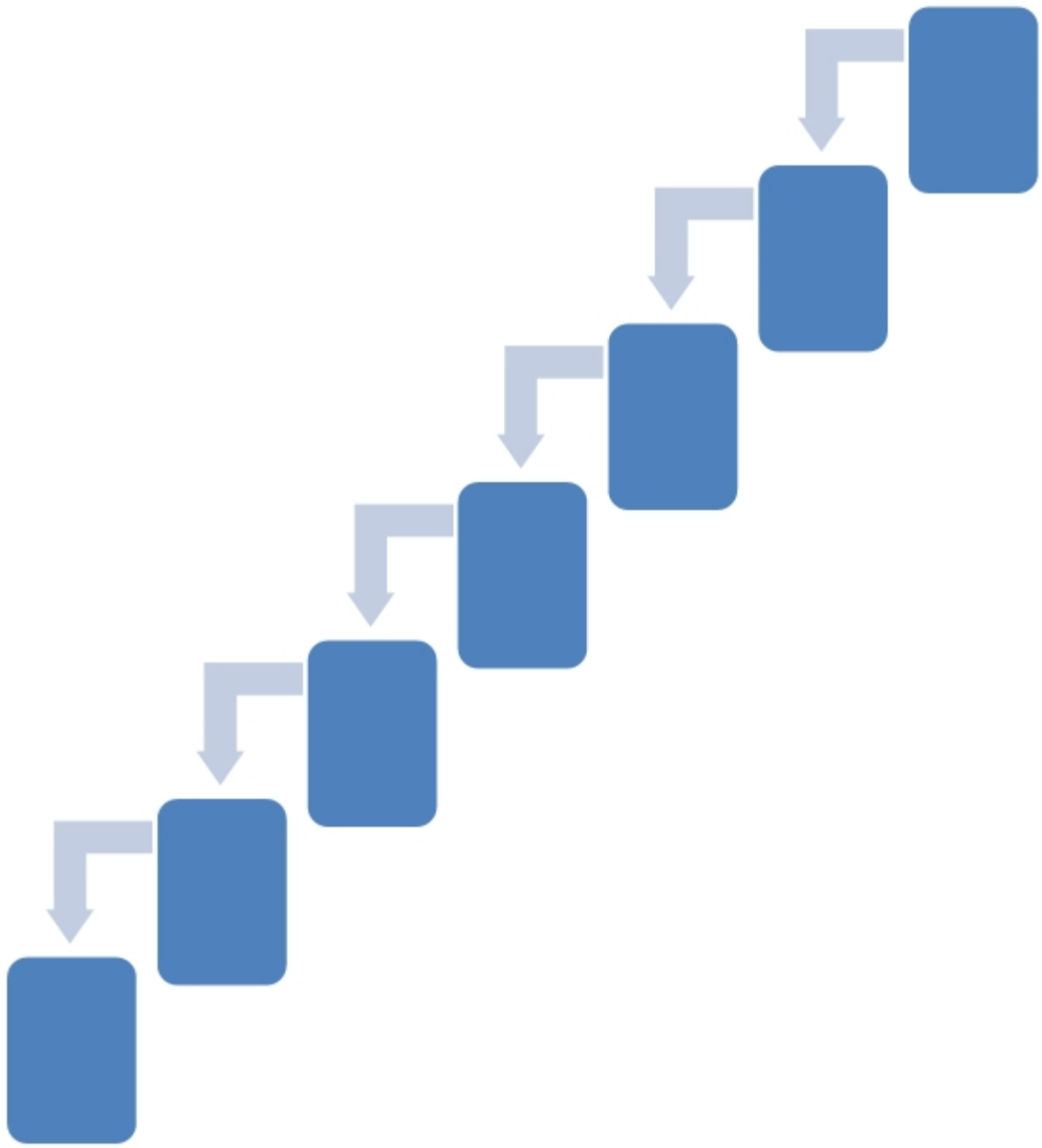
Problem Statement

- Companies face challenges in identifying customers at risk of leaving.
- Without accurate predictions, resources are wasted on retaining customers who may stay and neglecting those who may leave

- Customer churn impacts business revenue
- It's challenging to predict which customers will leave
- Goal: Use ML to detect churn patterns and reduce losses

Project Objective

- Build a predictive model using customer data
- Help businesses identify customers likely to churn
- Provide insights to improve customer retention strategies



StandardScaler

MonthlyCharges, TotalCharges, tenure