Customer Churn Prediction Project

Top 12 Report Structure Sections

- 1. Title Page – Project title, student details, guide name, institution.
- 2. Abstract – Summary of problem statement, methodology, tools used, and outcomes.
- 3. Introduction – Background of customer churn and importance of prediction.
- 4. Literature Review – Summary of 3–5 research papers related to churn prediction and machine learning.
- 5. System Architecture – Diagram and explanation of system workflow.
- 6. Dataset Description – Source, number of records, features, and target variable explanation.
- 7. Data Preprocessing – Cleaning, encoding, scaling, handling imbalance (SMOTE if used).
- 8. Model Development – Algorithms used, train-test split, evaluation metrics.
- 9. Model Evaluation – Accuracy, Precision, Recall, F1-score, ROC-AUC analysis.
- 10. Application Development – Streamlit dashboard, prediction module, recommendation logic.
- 11. Results and Analysis – Interpretation of model performance and business insights.
- 12. Conclusion and Future Scope – Summary of achievements and possible enhancements.