

## MUST HAVE

Database  
Integration

API  
Development

Improvement  
of the model  
based on  
testing

Data  
collection  
from relevant  
sources

## WON'T HAVE

Integration of social  
media data analysis  
to enhance  
customer  
segmentation and  
churn prediction  
accuracy

Integration with  
machine learning  
algorithms for  
advanced  
predictive  
modeling

## COULD HAVE

Advanced  
Data  
Analytics

Survival  
Analysis for  
Subscribers

Error  
Handling  
within API

Logging

## SHOULD HAVE

Customer  
Segmentation  
via RFM  
Analysis

Scalability