BREAK THROUGH TECH

# Project Description & Purpose | Fall 2023 AI Studio

## Project Description

In your own words, what are you trying to accomplish? What type of ML problem is this? (e.g., "Supervised Learning: Classification", "Unsupervised Learning: Clustering", etc.)

In this project with Verizon, the main objective is to develop a machine learning model that can accurately predict whether a customer is likely to churn or not based on a set of input features. The goal is to reduce customer churn by identifying those at risk of leaving and taking proactive measures to retain them. This is a binary classification problem (supervised learning), which means we're aiming to categorize customers into two distinct groups: those who are likely to churn (1) and those who are not (0). By doing so, Verizon can strategically allocate resources and implement retention strategies to minimize customer attrition and ultimately improve business performance.

## Purpose of Project

Why is this project important or relevant to your AI Studio host company/org?

Customer churn serves multiple purposes critical to Verizon success. It primarily focuses on cost optimization which allows Verizon to allocate resources more efficiently and reduce unnecessary retention expenses. Additionally, the project aims to identify key features influencing customer retention, enabling tailored service improvements. The project emphasizes providing explanations for high-risk customer categorization, offering insights into churn drivers and targeted action strategies. Overall, the problem of customer churn is pivotal for Verizon for optimizing resources, enhancing customer retention, and bolstering competitiveness in the telecommunications industry.