

Task 1:

Aws sagemaker

Azure blob

Aws FSx

Task 2:

Key parameters that influence churn rate

- **Poor Customer Service**: If customers feel ignored or have a bad experience with staff or support, they are more likely to stop shopping at a store[2][4][5].
- **High Prices**: Customers may leave for competitors if prices are higher than what's offered elsewhere, or if there are unexpected price increases[1][3][4].
- **Low Product Quality or Limited Selection**: If products do not meet expectations or are often unavailable, customers lose trust and switch to other shops[2][4][6].
- **Long Wait Times & Slow Checkout**: People often quit shopping if they wait too long in line or the checkout process is cumbersome[5][6].
- **Better Deals from Competitors**: Promotions and loyalty rewards at other stores can easily lure away customers[1][2].
- **Lack of Personalization**: When offers or recommendations are not tailored to a customer's interests, shoppers feel less valued and are less likely to return[2].
- **Insufficient Loyalty Programs**: Complex or unappealing rewards do not encourage repeat purchases[2].
- **Reduced Engagement**: Customers who don't feel connected to the brand or who rarely receive updates and communication are more likely to leave[1][2].
- **Financial Problems or Relocation**: Sometimes churn happens due to life changes out of the retailer's control, such as moving away or money issues[2].