1. Data Understanding & Initial Exploration:

- Load the dataset.

- Perform an initial examination to understand the structure, features, and distribution of data.

- Identify potential anomalies or missing values.

2. Data Cleaning & Pre-processing:

- Handle missing or erroneous data.

- Convert categorical variables to suitable numerical formats.

- Address any outliers or anomalies that might affect the model.

3. Feature Engineering & Data Transformation:

- Recognize and label transactions that are likely multiple payment attempts.

- Generate new features or transform existing ones based on insights to improve the model's predictive power.

4. Exploratory Data Analysis (EDA):

- Deep dive into data patterns, correlations, and trends.

- Visualize key insights using charts and graphs.

5. Model Development:

- Baseline Model: Start with a simple model to get an initial prediction accuracy.

- Advanced Predictive Modeling: Use more sophisticated algorithms to refine predictions, taking into account both the success rate and the associated transaction fees.

6. Model Evaluation & Fine-tuning:

- Measure the model's performance using appropriate metrics.

- Iterate and refine the model, testing different algorithms or parameters to enhance accuracy.

7. Feature Importance & Model Interpretation:

- Understand which features most influence the model's predictions.

- Provide insights into the reasons behind the model's decisions.

8. Deployment & Integration Proposal:

- Design a practical method or system (like a GUI) for the company to use the model in daily operations.

- This ensures that the model's benefits can be easily accessed by non-technical staff.

9. Feedback & Iteration:

- Based on feedback from the company or any new data, make necessary updates or refinements to the model and deployment method.