Important Findings

- Finding customer churn rate is an important aspect of business, and through data science and predictive analysis we can rectify this business issue.

- Main issue for higher customer churn rate is price sensitivity. As per analytics, customers tend to churn if price hikes without comparable improvement in service being provided.

- We hypothesize that by identifying and addressing key factors contributing to the churn rate in our dataset, we can implement targeted interventions or improvements that will lead to a reduction in churn. Through exploratory data analysis and predictive modeling, we aim to uncover patterns, correlations, and predictive features that can guide actionable strategies for customer retention. The hypothesis is grounded in the belief that a deeper understanding of customer behavior and satisfaction, derived from data-driven insights, will empower us to implement effective measures to mitigate churn and enhance overall customer retention

- Our solution to implement a predictive machine learning model to predict customers who are most likely to churn and based on that changes can be to prevent such occurrence.