**Introduction:**

This case study is based on an IBM Sample Data Set and can be used to test modelling approaches for modelling customer churn and to support insight into the factors that management might consider in their customer retention programmes

Each row represents a customer, each column contains customer’s attributes described on the column Metadata.

The data set includes information about:

* Customers who left within the last month – the column is called Churn
* Services that each customer has signed up for – phone, multiple lines, internet, online security, online backup, device protection, tech support, and streaming TV and movies
* Customer account information – how long they’ve been a customer, contract, payment method, paperless billing, monthly charges, and total charges
* Demographic info about customers – gender, age range, and if they have partners and dependents.

**Explanation of variables:**

|  |  |
| --- | --- |
| customerID | Customer ID |
| Gender | Whether the customer is a male or a female |
| SeniorCitizen | Whether the customer is a senior citizen or not (1, 0) |
| Partner | Whether the customer has a partner or not (Yes, No) |
| Dependents | Whether the customer has dependents or not (Yes, No) |
| Tenure | Number of months the customer has stayed with the company |
| PhoneService | Whether the customer has a phone service or not (Yes, No) |
| MultipleLines | Whether the customer has multiple lines or not (Yes, No, No phone service) |
| InternetService | Customer’s internet service provider (DSL, Fiber optic, No) |
| OnlineSecurity | Whether the customer has online security or not (Yes, No, No internet service) |
| OnlineBackup | Whether the customer has online backup or not (Yes, No, No internet service) |
| DeviceProtection | Whether the customer has device protection or not (Yes, No, No internet service) |
| TechSupport | Whether the customer has tech support or not (Yes, No, No internet service) |
| StreamingTV | Whether the customer has streaming TV or not (Yes, No, No internet service) |
| StreamingMovies | Whether the customer has streaming movies or not (Yes, No, No internet service) |
| Contract | The contract term of the customer (Month-to-month, One year, Two year) |
| PaperlessBilling | Whether the customer has paperless billing or not (Yes, No) |
| PaymentMethod | The customer’s payment method (Electronic check, Mailed check, Bank transfer (automatic), Credit card (automatic)) |
| MonthlyCharges | The amount charged to the customer monthly |
| TotalCharges | The total amount charged to the customer |
| Churn | Whether the customer churned or not (Yes or No) |

**Assessment:**

Using the dataset to assess the important features that management should consider in developing customer retention programme. Prepare a short presentation (5 slides) discussing the dataset (including visuals displays of key relationships), your reasoning behind the decisions you made and your model performance if appropriate.

**Deliverables:**

Please submit for review:

* a Jupyter notebook or .py file as well as an .html file of your code. Try to annotate your code as much as you can to help us follow your thought process.
* A presentation for management audience.