Autonomize.ai – Machine Learning Project Intake Form

Project Title: Customer Churn Prediction Model

Requested By: Amit Deshmukh

Department: Data Science & Automation

Request Date: 07/01/2025

Objective:

Build a machine learning model to identify customers who are likely to discontinue their subscription in the next 30 days.

Key Requirements:

- Use historical customer activity data

- Incorporate behaviour signals such as login frequency, support tickets, and payment delays

- Output should include risk score and predicted cancellation window

Available Data:

Customer Profile File: Yes

Transaction History: Yes

Support Ticket Logs: Yes

Time Series Activity Data: No (to be provided)

Preferred Model Type:

Open to suggestions (Tree-based or Neural Network models acceptable)

Deadline:

Initial prototype expected by: 28/01/2025

Additional Notes:

The model will later be integrated into the Autonomize.ai automation pipeline for proactive retention actions.

Requested By Signature: A. Deshmukh