ML Model Forecast & Feature Analysis: Predictive Analytics

This is an analysis of a dataset compiled from the customer records of a chain of gyms. The chain is developing a customer interaction strategy based on this data. The goal is to devise a customer retention strategy based on an analysis of customers who churn and those who stay.

Classification models predicting churn are trained herein with sklearn. Then, the K-means algorithm locates clusters for further analysis.

Customer retention strategy for a gym chain

* Portraits of Loyal Customers and Customers who Churn
* ML classification model based on two algorithms: Random Forest Classifier and Logistic Regression
* K-Means Clustering
* Feature Analysis
* Churn reduction measures