**Project Work**

# Objective - Predicting customer churn in Telecom Company

**The description of the dataset is mentioned below :**

The dataset that would be used in this project is a telecom company’s customer data set. Each row represents a subscribing telephone customer. Different columns contains customer attributes such as phone number, call minutes used during different times of day, charges incurred for services, lifetime account duration, and whether or not the customer has churned i.e. unsubscribe using some service(s).

**Problem statement:**

* Objective is to create a predictive model to predict whether a customer would churn or not.

**Lab Environment**:

* Python’s popular ML library Scikit-learn would used to build the model.
* Jupyter Notebook would be used to code/develop the project.

**Domain** – Universal to different domains such as Retail, Banking, etc.

**Hint for doing Project Work**

* Cross-Validation is to performed to achieve higher accuracy.
* Different performance matrices are to be plotted to build a model with high accuracy.
* Model predicts likelihood of customers churn.