

Problem Statement Worksheet (Hypothesis Formation)

This project aims to develop an ML model that predicts customer churn.

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1 Context

The aim of this project is to develop a model which identifies customers who are likely to switch providers (churn). This allows the business to take actions on these customers to try to retain them as customers. The given data are from a large French telecommunications company.

2 Criteria for success

This project will be successful if a predictive churn model is created.

3 Scope of solution space

The scope of the solution is utilizing the given data for machine learning application toward predicting customers who are likely to terminate service.

4 Constraints within solution space

This project is constrained by only having the dataset itself, i.e. there isn't more information available for context.

5 Stakeholders to provide key insight

The stakeholders are company management and sales teams as well as customers.

6 Key data sources

The primary data source for this project is the Orange (company name) customer churn dataset.

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