**Business Problem**

Customer churn is a critical issue for subscription-based businesses, directly affecting profitability and growth. A high churn rate can indicate dissatisfaction with services, ineffective customer engagement, or operational inefficiencies. In this project, the company seeks to understand why customers are leaving—especially those on short-term contracts, using specific payment methods, or with lower tenure. By analyzing historical customer data, the objective is to identify the key factors influencing churn and to enable data-driven strategies that improve customer retention, reduce revenue loss, and enhance overall customer satisfaction.