

**Customer Churn Prediction for Ecommerce and data Integration with data engineering**

**Kimani Martin Gitau**

**100994**

**Submitted in partial fulfilment of the requirements of the Bachelor of Business in Information Technology at Strathmore University**

**School of Computing and Engineering Sciences**

**Strathmore University**

**Nairobi, Kenya**

**October 2020**

# Declaration and approval

I declare that this work has not been previously submitted and approved for the award of a

Degree by this or any other University. To the best of my knowledge and belief, the research

Proposal contains no material previously published or written by another person except where

Due reference is made in the research proposal itself.

Student Name: Martin Gitau

Admission Number: 100994

Student Signature: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Date: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Supervisor Name: Benjamin Mundama

Supervisor Signature: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Date: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

# Abstract

Data has become a very valuable asset in the information technology world and other spaces. Data has become an asset for many organization even being compared to the value of oil. This means that data needs to be utilized for any organization that needs to stay ahead of the game, and also create values for the organization. Data by itself is not that meaningful and it tends to be messy. There needs to be a way to take in this data and change it to meaningful insights, this work is normally done by people like Data analysts, BI analysts and Data Scientists. So this means that there needs to be a form a data integration in a business in order for the organization to gain insights

Customer churn is a phenomena that happens when consumers stop interacting with an online product or service. This can be a problem for businesses and organization as it leads to less revenue and slow business growth. This phenomena can’t be explained but with enough information form data we can gain insight into the problem. Which brings us to the main focus of the problem which is making sure data integration in a business is done properly and using the data to gain insights and try to foresee when the problem will occur.

# Table of content

[Declaration and approval 2](#_Toc147049573)

[Abstract 3](#_Toc147049574)

[Table of content 4](#_Toc147049575)

**No table of figures entries found.**