Logistic Regression and Decision Trees can answer the same problem.

Regression Trees or Classification Trees?

How do we turn new customers into loyal customers?

How to retain at risk of churn customers?

Who are the churned customers, what is their profile?

1.See who has left in 2019 as churned, find out the decision factors that made them churn.

2. Recommendation Systems

3. Find customers who are loyal, and increasing expenditure.