***Who is West?***

West Corporation (currently being re-branded as Intrado) provides technical solutions within various business contexts in order to optimize communications between clients, customers, and other companies. One of its main divisions *Unified Communications,* focuses on the facilitation of various business communication mediums in a technologically-enhanced and highly efficient manner, including voice conferencing, IT networks, webinars, etc.

***What does the company want?***

As with any business, West constantly searches for ways to increase client retention, searching for potential factors that can influence a particular client’s likelihood to ‘churn’ or no longer use West for its business needs. In order to identify those clients with a high risk of churning, West wants to utilize statistical learning methods to generate predictive models able to robustly determine which clients fall into this category.

***What is our project?***

As part of our project goal, we will seek to provide West’s Client Engagement team with accurate predictions of churn probability for any given group of clients. Our project will therefore consist of cleaning and processing data that West considers relevant to client churning, followed by the selection and implementation of a classification-based statistical learning approach that can effectively inform West about which clients it should allocate more time and resources towards to minimize the company’s churn rate.