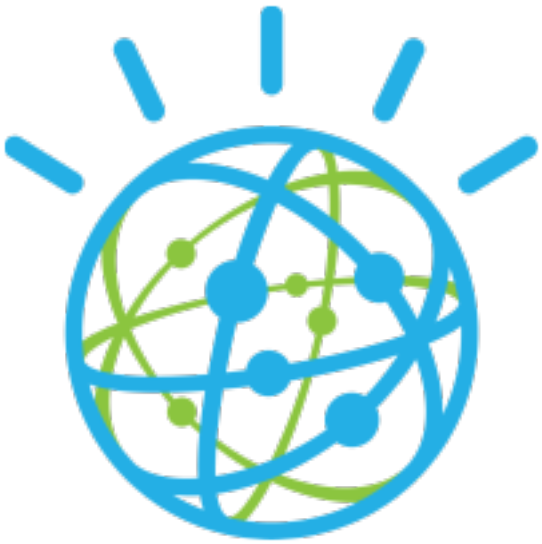


IBM Data & AI

Auto AI

Contents

Exercise 1: Create a machine learning model using Auto AI

Use Case

Goal: Approach:

Identify who has high probability to cancel the contract (Churn) to help marketing team to create a list of customer targets to receive specific marketing campaign

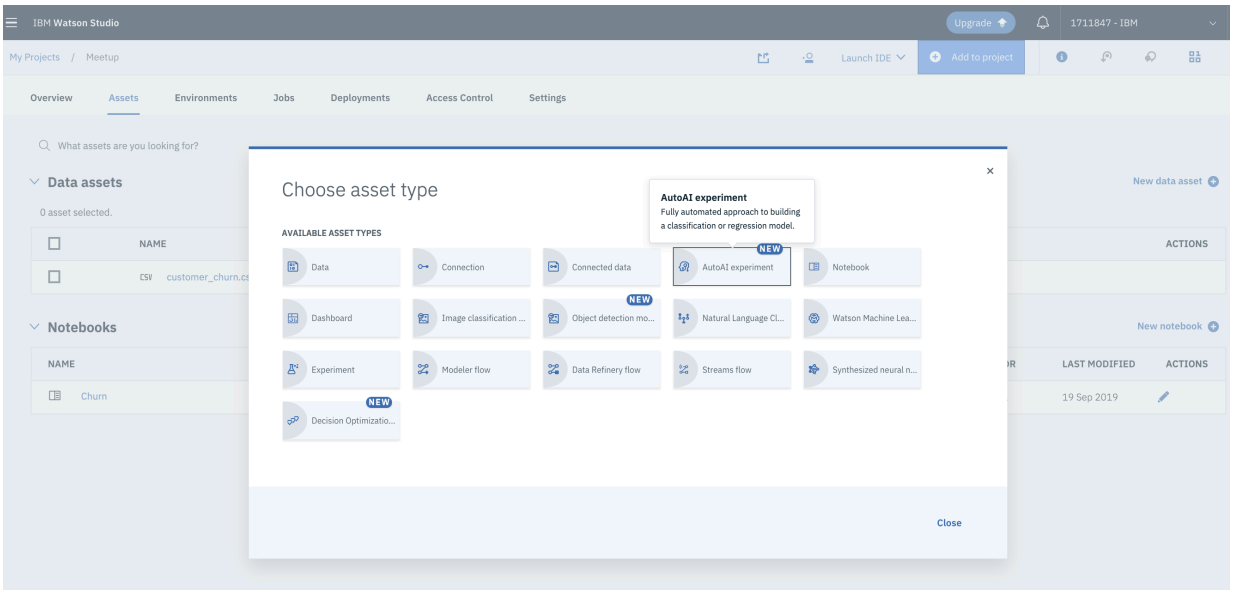
- Automatically generate a model to identify who has cancel
- Review results

Why?

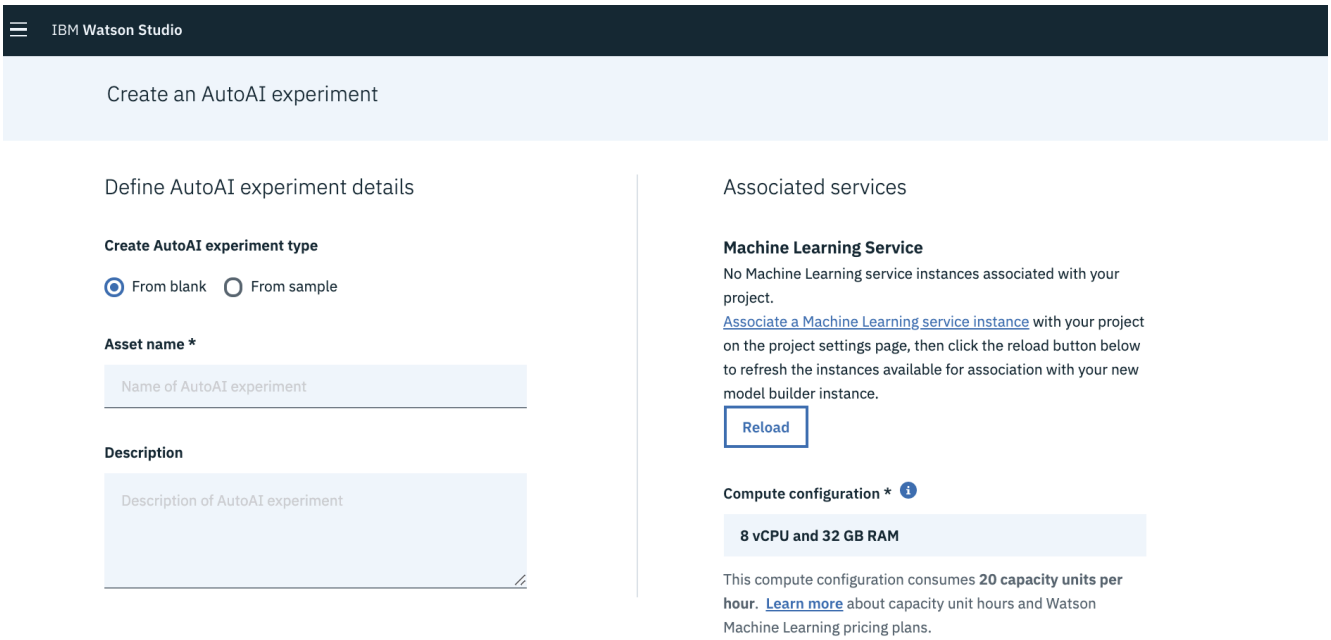
To save marketing cost and reduce the customer churn, identify those likely to churn and focus marketing efforts on those customers.

Auto AI

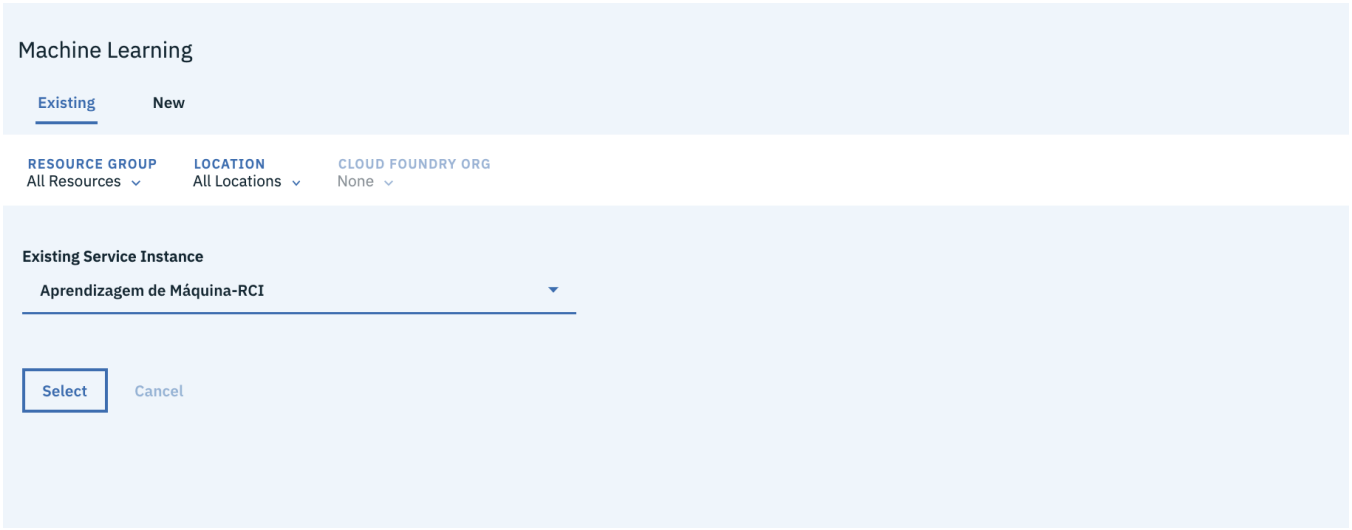
1. Add the AutoAI experiment to the project. Click on **+ Add to project**.
2. Click on **AutoAI**.



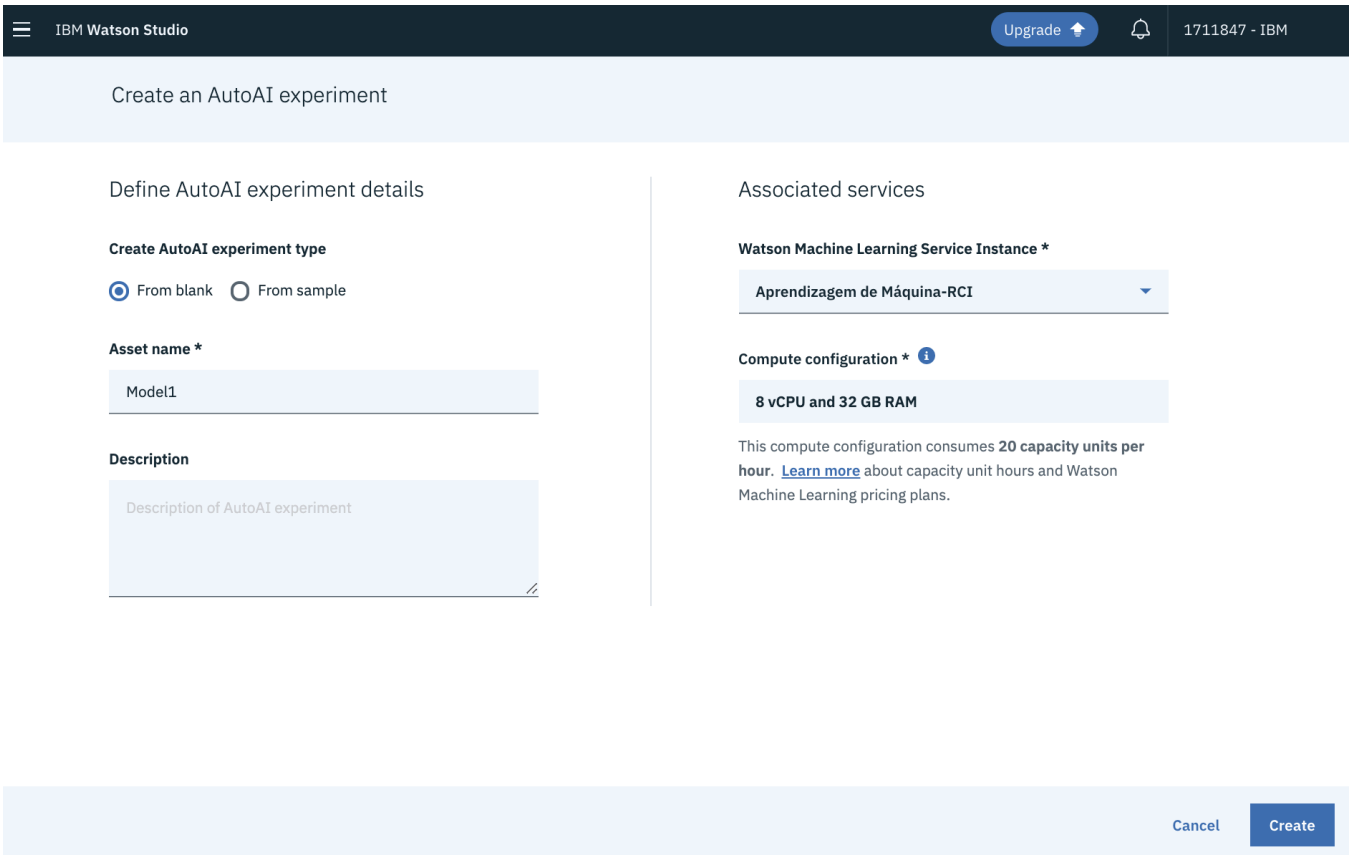
3. Type the **Asset name** and use the option "**From blank**".



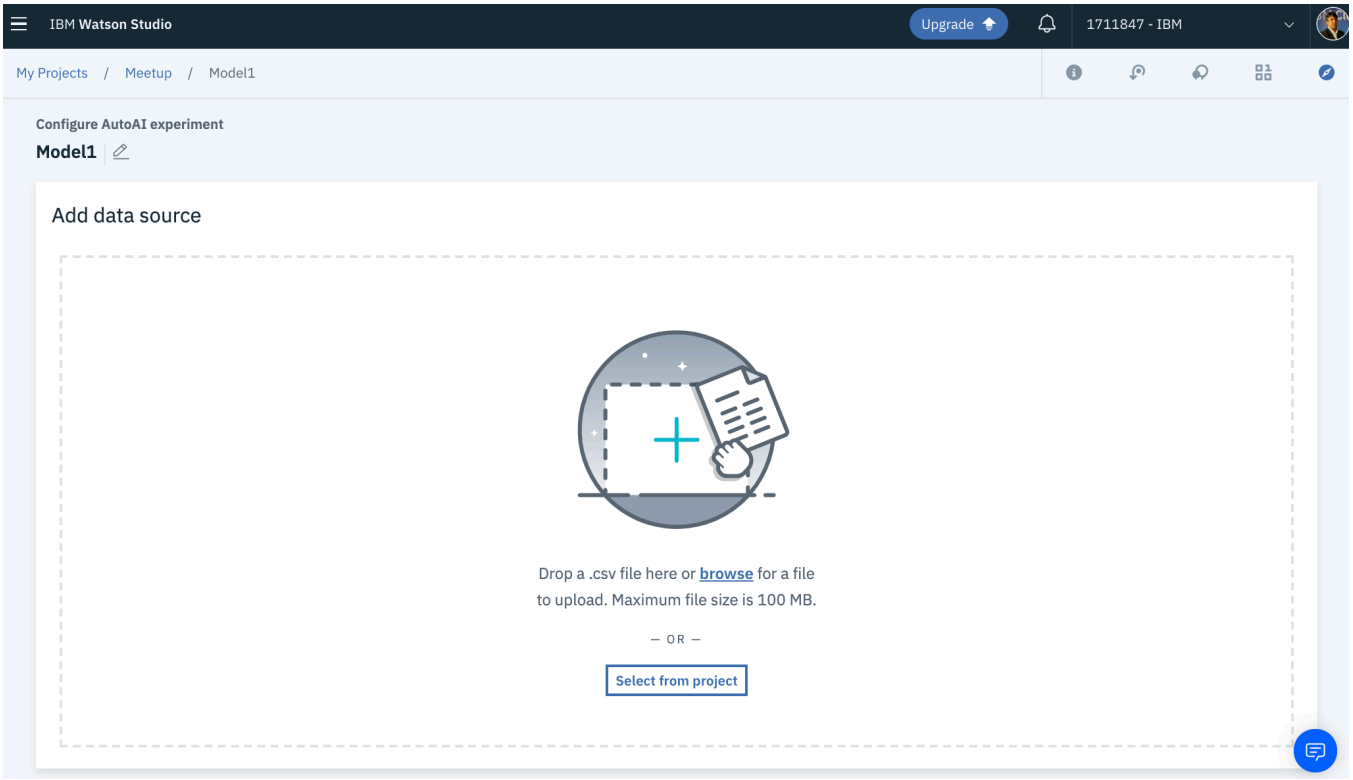
4. Click on "Associate a Machine Learning service instance" to select the machine learning service instance. Click **Select**.

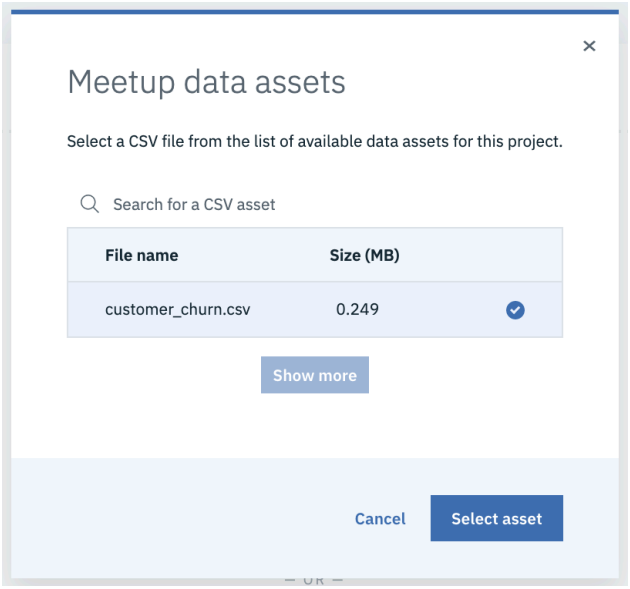


5. Click in **Create**

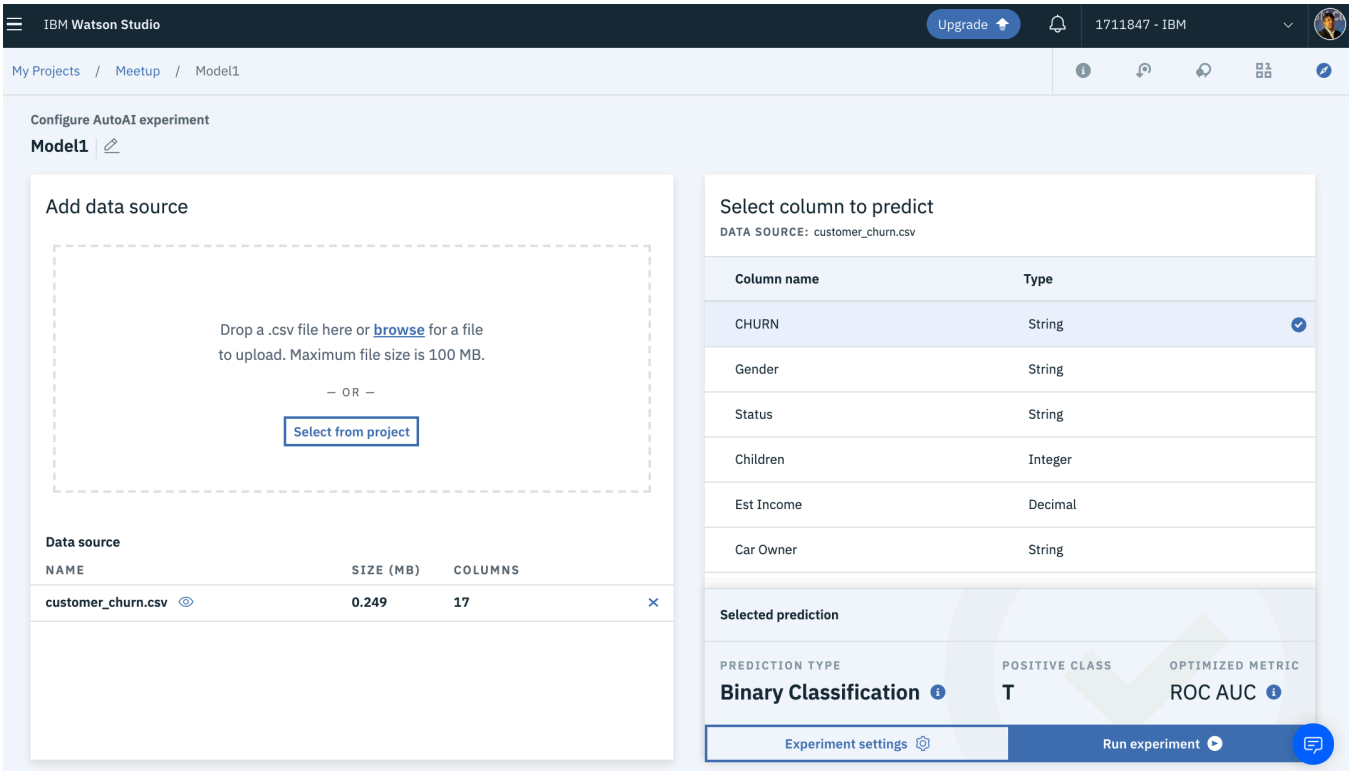


6. Click on **Select from project** to select the **customer_churn.csv** file already load in the project. Click **Select asset**.





7. Select the CHURN column, on Select column to predict and click **Run experiment.**



8. Choose the best model and click on **Save as model**.