Project 4

Decision Trees

Project Title: Customer Churn Prediction using Decision Trees

Project Overview:

In this project, we will create a predictive model to anticipate customer churn (attrition) using a Decision Tree classifier. Customer churn refers to the phenomenon where customers cease using a product or service. By analyzing historical data and customer attributes, we can build a Decision Tree model that helps businesses identify patterns leading to churn and take proactive measures to retain valuable customers.

Dataset Selection:

For this project, we'll use the "Telco Customer Churn" dataset from Kaggle. This dataset includes attributes related to customer information, services used, contract details, and whether the customer churned or not.