

**Name:** Gehad Mohamed Roshdy Elsayed

**Assignment 1:** Customer Churn Prediction for Tele Company

## **Data science workflow**

### **1. Business Understanding**

Understanding the telecommunication business and its flow in the market and the market competitors.

### **2. Data Understanding**

Analyzing the given dataset, extracting the features that influence customer churn from it and identifying customers behavior.

### **3. Data Preparation**

Prepare clean and structured data for modeling, also splitting it into 3 sets (Training, Validation& Testing).

### **4. Data Modeling**

Develop a model to predict the customers that are likely to churn. Through multiple test models and selecting the one with the best performance that determines the best predictions for churn.

### **5. Model Evaluation**

Using the Validation dataset to evaluate how well the model performs on new data.

### **6. Deployment**

Implement the model to predict churn in real-time and monitor its effectiveness through offering the customers a new offer that make them return back from the idea of churning.