Ecommerce-Churn-Prediction

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Overview

This Project is based on 2 Machine Learning Classification models:

- Customer churn predictor
- Customer satisfaction analyzer

for an E-commerce SAAS Company.

Technologies used: Python, Scikit-Learn, Streamlit.

To see this app working live:

Hop onto: https://ecommerce-churn-prediction.streamlit.app/

To run this project on your local system:

To deploy this project locally, first make sure you have all dependencies installed.
see `requirements.txt`

And Run: `streamlit app.py`

or `python3 -m streamlit app.py`

in the terminal of file directory.

Brief Project Description

This Machine Learning model uses customer data of an E-Commerce SAAS Company. It uses `XGBClassifier` model for customer churn prediction and customer satisfaction analysis.

Model's Description

1. Churn Detection This is a binary classification model and uses XGBClassifier Classification accuracy Achieved: 98%

2. Satisfaction Analysis This is a multiclass classification model, that predicts satisfaction score of a customer based on given data. Satisfaction score lies in the range of 1-5 (higher the better). Classification accuracy achieved: 70%

The overall project UI is created and deployed using Streamlit API.