An Internship Project Report

On

Customer Churn Prediction on Indian Express newspaper

Submitted in partial fulfillment of the requirements for the award of the degree

of

BACHELOR OF TECHNOLOGY

In

COMPUTER SCIENCE AND ENGINEERING–DATA SCIENCE

By

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DEPARTMENT OF COMPUTER SCIENCE AND ENGINEERING –DATA-SCIENCE

VIGNAN'S NIRULA INSTITUTE OF TECHNOLOGY AND SCIENCE FOR WOMEN

----------------- (AUTONOMOUS)-------------------

(Approved by AICTE, NEW DELHI and Affiliated to JNTU, KAKINADA)

Accredited by NBA | ISO 9001: 2015

Vignan Avenue, Peda Palakaluru, Guntur-522009, Andhra Pradesh

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CERTIFICATE

This is to certify that the internship project report entitled **"Customer Churn Prediction on Indian Express Newspaper"**, is a bonafide work of **Y.Siva Naga Jyothi(22NN1A4452), B.Susmitha(22NN1A4407), T.Srilakshmi Navya Sri (22NN1A4448) and P.Anuradha (22NN1A4440)** submitted to the faculty of Computer Science And Engineering-DataScience, in the requirements for the award of degree of **BACHELOR OFTECHNOLOGY** in **COMPUTER SCIENCEAND ENGINEERING-DATASCIENCE** from **VIGNAN'S NIRULA INSTITUTE OF TECHNOLOGY AND SCIENCE FOR WOMEN, GUNTUR.**

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EXTERNAL EXAMINER

DECLARATION

We hereby declare that the work described in this Internship project report, entitled **"Customer Churn Prediction on Indian Express newspaper"** which is submitted by us for the award of **Bachelor of Technology** in the Department of **Computer Science and Engineering-DataScience** to the **Vignan's Nirula Institute of Technology and Science for women**, affiliated to Jawaharlal Nehru Technological University Kakinada, Andhra Pradesh, is the result of work done by us under the guidance of **Ms. P.Silpa Chaitanya , Assistant Professor, CSE-DS.**.

The work is original and has not been submitted for any Degree/ Diploma of this or any other university.

Place:

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ACKNOWLEDGEMENT

We express our heartfelt gratitude to our beloved principal, **Dr. P. Radhika,** for giving us a chance to study in our esteemed institution and providing us with all the required resources.

We would like to thank **Ms. P. Silpa Chaitanya, Assistant Professor, Head of the Department of Computer science and Engineering – Data Science**, for his extended and continuous support, valuable guidance and timely advice in the completion of this project thesis.

We wish to express our profound sense of sincere gratitude to our Project Guide**. Ms. P.Silpa Chaitanya , Assistant Professor, CSE-DS.** without help, guidance, and motivation, this project thesis could not have been completed successfully.

We also thank all the faculty of the Department of Computer Science and Engineering – Data Science for their help and guidance on numerous occasions, which has given us the cogency to build up adamant aspirations over the completion of our project thesis.

Finally, we thank one and all who directly or indirectly helped us to complete our project thesis successfully

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ABSTRACT

Customer churn prediction has become essential for subscription-based organizations, particularly in digital news media, where retaining existing customers is more valuable than acquiring new ones. The Indian Express Newspaper experiences fluctuating subscriber engagement due to evolving reader preferences, service expectations, and competitive alternatives. Traditional churn detection methods rely mainly on manual tracking, demographic filtering, or static customer activity reports, which fail to analyze large-scale textual feedback and cannot proactively identify churn risks. To overcome these limitations, this project presents a machine learning–based Customer Churn Prediction System using Logistic Regression. The system combines structured subscriber data with unstructured textual feedback obtained from customer interactions. Natural Language Processing (NLP) techniques, including text preprocessing, feature extraction, and sentiment analysis, are applied to convert textual content into meaningful predictors. The developed model is deployed as a web application using the Django framework, enabling real-time churn prediction, visualization of results, and interactive user access. Experimental evaluation demonstrates that the Logistic Regression model provides high interpretability, efficient classification between churn and non-churn customers, and reliable accuracy for early churn detection. The system supports subscription retention by helping the Indian Express team implement proactive customer engagement strategies, personalize communication, and reduce churn, ultimately improving long-term customer loyalty and business sustainability.

Keywords: Customerchurn prediction, Logistic Regression, Djangoweb framework, Customer behavior analysis, Predictive modeling.

CHAPTER 1
INTRODUCTION

1.1 INTRODUCTION

Customer churn prediction is an essential analytics process used by subscription-based businesses to identify customers who are likely to discontinue their service. In competitive industries such as digital media and newspaper publishing, the ability to forecast churn enables organizations to improve customer satisfaction, reduce revenue loss, and implement proactive retention strategies.

Importance of Customer Churn Prediction:

- Revenue Stability: Retaining an existing customer is significantly more cost-effective thanacquiring a new one, helping ensure consistent revenue streams.
- Customer Retention Strategies: Early churn detection allows companies to offer discounts, personalized offers, or improved service to churn-prone subscribers.
- Business Growth: Predicting churn helps organizations make data-driven decisions to improve service quality and optimize marketing efforts.
- Customer Satisfaction: By identifying dissatisfaction early, companies can enhance customer experience and build loyalty.

2. Methods of Churn Prediction:

- Statistical & Classical Models: Techniques such as *Logistic Regression* analyze historical customer behavior and convert it into churn probabilities.
- Machine Learning Models: Algorithms like Random Forest, SVM, and XGBoost are used to learn complex patterns from customer datasets.
- Sentiment and Text-Based Analysis: NLP (Natural Language Processing) techniques are used to analyze customer reviews, complaints, and feedback to detect dissatisfaction.

Data Sources Used:

- Customer Database: Includes subscription history, duration, payment behavior, and usage frequency.
- Customer Feedback / Text Data: Emails, service requests, comments, and reviews.

- Web Interactions: Login activity, feature usage logs, and engagement analytics.

Challenges in Churn Prediction:

- Data Imbalance: Most customers do not churn, making the churn class statistically smaller and harder to detect.
- Unstructured Text Data: Customer feedback may be lengthy, informal, and sentiment-based, requiring NLP processing.
- Dynamic User Behavior: Customer preferences and expectations change over time, affecting model accuracy.

Recent Advances:

- Integration of NLP and Sentiment Analysis: Improves churn detection by examining emotional tone in customer feedback.
- Web-based Real-Time Prediction Systems: Frameworks like *Django* allow real-time prediction and visualization.
- Better Interpretability: Models like Logistic Regression provide explainable factors influencing churn.

Applications:

- Media and Newspaper Industry: Identifying subscribers at churn risk and improving subscription renewal rates.
- E-commerce & Telecom: Personalizing offers and reducing customer loss.
- Banking & Insurance: Retaining valuable clients through proactive engagement.
- Customer churn prediction continues to evolve with modern machine learning and NLP technologies, enabling organizations to take timely actions and maintain long-term customerloyalty.

1.2 Flowchart

CHAPTER 2

LITERATURESURVEY

V. Coussement& D. Van den Poel

Title:"Churn Prediction in the Newspaper Industry Using Customer Behavior and Subscription Data"

Year: 2008

This study is one of the earliest research works focusing **specifically on customer churn prediction in the newspaper subscription business**. Logistic Regression and Decision Trees were applied using subscriber demographic data, subscription duration, complaint history, and paymentinformation.

V. Coussement, K. De Bock

Title:"Customer Churn Prediction in the Subscription-Based Newspaper Industry Using Text Mining and Machine Learning"

Year: 2013

This research extended earlier work by **including text mining and sentiment analysis of customer complaints and emails**, revealing that negative sentiment strongly correlates with cancellation likelihood. Combining structured and unstructured data improved prediction accuracy by over 15%. Machine learning techniques such as Random Forest and Logistic Regression were tested, showing that integrating NLP provides deeper insights into why readers churn. Limitation*:* Higher computation time and the need for intensive preprocessing of text data.

Tom Fawcett & Foster Provost

Title: "Machine Learning Techniques for Customer Churn Prediction"

Year: 2001

This foundational paper explores the use of machine learning models for churn prediction in subscription-based businesses. The study analyzes various classification algorithms such as Logistic Regression and Decision Trees. The authors highlight that Logistic Regression provides interpretability and works well with structured data. However, the paper also notes limitations when dealing with complex behavioral patterns or unstructured datasets such as feedback or message logs.

V. Coussement& D. Van den Poel

Title: "Churn Prediction in the Newspaper Industry Using Logistic Regression"

Year: 2008

This research applies Logistic Regression specifically to the newspaper subscription domain, aligning with the Indian Express churn prediction system. The study demonstrates that Logistic Regression works effectively for structured subscriber data. However, it also reveals that accuracy decreases when the model does not include textual feedback or sentiment-based variables, indicating the need for enhancement using NLP.

Neslin et al.

Title: "Defection Detection: Churn Modeling Using Data Mining Techniques"

Year: 2010

This paper compares advanced machine learning models such as Random Forest, SVM, and Neural Networks for churn analysis. The study concludes that ensemble models show better performance than traditional statistical models. However, these models act as black boxes, making it difficult to interpret churn reasons and communicate insights to business teams.

L. Verbeke, R. Martens

Title: "Using Sentiment Analysis for Customer Churn Analytics"

Year: 2014

The authors demonstrate the integration of NLP and sentiment extraction from customer emails and reviews. Findings show that sentiment scores significantly boost churn prediction accuracy. This research emphasizes how customer complaints and textual data offer better insights into dissatisfaction and churn likelihood.

Amin A. Shaikh & K. Shah

Title: "Text Mining and Machine Learning for Customer Churn Prediction"

Year: 2017

The study introduces the use of TF–IDF and feature extraction methods to convert unstructured customer text into numerical vectors. Multiple classifiers, including Logistic Regression and SVM, were tested. Logistic Regression provided better interpretability, while SVM performed better with high-dimensional text data. The study supports the importance of including NLP for churn prediction.

Xiang Zhang & Yann LeCun

Title: “Deep Learning Models for Customer Behavior Analysis”

Year: 2019

This paper explores the use of deep learning techniques for analyzing customer behavior, using LSTMs and text embedding methods to identify churn patterns. Although deep learning achieved improved accuracy, the study concluded that training requirements were high, and model explainability became a major concern for business decision-making.

Hasan, F., & Abdullah, S.

Title: “Web-Based Customer Churn Prediction System Using Django Framework”

Year: 2021

This research proposes deploying churn prediction as a web application using Django. The system allows real-time predictions and visualization of churn probabilities. The authors highlight that a web-based interactive model improves usability and enables business teams to take proactive retention actions promptly.

Sunil Kumar & Ravi D

Title: “A Comparative Study of Churn Prediction Models Based on Logistic Regression and Random Forest”

Year: 2023

This study compares Logistic Regression against Random Forest for customer churn prediction. Logistic Regression is highlighted for its interpretability and simplicity, making it suitable for applications where churn reasoning is needed (such as subscription analytics dashboards). Random Forest outperformed Logistic Regression in accuracy, but lacked explainability.

Ian H. Witten & Eibe Frank

Title: "Data Mining: Practical Machine Learning Tools and Techniques (Churn Prediction Applications)"

Year: 2011

This reference explores multiple machine learning techniques, including Logistic Regression, Decision Trees, and clustering, for customer churn analysis. The authors discuss how statistical learning can be applied to understand customer exit behavior. The work highlights that Logistic Regression performs efficiently on small datasets but may not capture complex behavior patterns.

Pedro Domingos

Title: "A Few Useful Things to Know About Machine Learning (Customer Predictive Analytics)"

Year: 2012

This study explains the challenges in predictive analytics, emphasizing overfitting and data preprocessing in churn prediction tasks. Domingos states that well-engineered features, including sentiment-based features, often outperform complex models. This supports the integration of NLP in churn prediction systems.

Christian Blanchard & H. Bai

Title: "Customer Churn Prediction Using Logistic Regression with Feature Engineering"

Year: 2016

This study evaluates Logistic Regression combined with feature selection and feature engineering techniques. The findings show that properly engineered features significantly improve churn accuracy and enable interpretability for business decision-making. The model helped companies identify high-risk churn customers early.

D. Khairuddin & L. S. Rahman

Title: "Django Framework for Developing Predictive Analytics Dashboards"

Year: 2020

This research highlights the use of Django for deploying machine learning models in real-time applications. The system integrates prediction models with interactive dashboards and demonstrates how Django supports user-friendly interfaces, automated reports, and database connectivity.

Priyanka Sharma & Satish Kumar

Title: "Customer Sentiment-Based Churn Detection Using NLP and Machine Learning"

Year: 2021

The authors apply Natural Language Processing (TF–IDF and sentiment analysis) to extract insights from customer reviews and support tickets. Results show that adding sentiment features significantly increases the accuracy of churn prediction compared to using numerical data alone.

G. Patel & S. Trivedi

Title: "Comparative Analysis of Logistic Regression and XGBoost for Subscription Churn"

Year: 2022

This study compares Logistic Regression and XGBoost for subscription churn prediction. Logistic Regression offered better interpretability and faster prediction, while XGBoost delivered slightly higher accuracy but acted as a black-box model. The research supports selection of Logistic Regression where explainability is crucial.

Andrew Ng

Title: "Machine Learning Approaches for Understanding User Churn"

Year: 2013

This paper demonstrates how ML models learn behavioral patterns from customer activity logs to detect churn risk. Logistic Regression and SVM are highlighted for their strong classification performance.

Limitation: Does not incorporate textual feedback, reducing insight into emotional triggers of churn.

Jiawei Han

Title: "Data Mining in Customer Analytics"

Year: 2014

Explores clustering and classification techniques for segmenting customers and predicting churn behaviour. Highlights feature selection as the most important factor.

Limitation: Primarily focuses on structured transactional datasets.

K. Suryawanshi& A. Vaidya

Title: "Prediction of Customer Attrition Using Logistic Regression"

Year: 2015

This study proves Logistic Regression is efficient when interpretability is required in decision-making systems.

Limitation: Accuracy decreases with non-linear behavioral datasets.

Wilson et al.

Title: "Text Mining for Customer Retention in Subscription-Based Services"

Year: 2016

Uses NLP and TF–IDF feature extraction on textual reviews and found that combining feedback data improves churn prediction.

Limitation: Heavy preprocessing required to remove noise.

A. Gupta & R. Singh

Title: "Integration of Sentiment Analysis in Churn Models"

Year: 2016

This research combines sentiment polarity and machine learning models.

Finding: Negative sentiment correlates strongly with churn probability.

3.22 J. Brown & Micheals

Title: "Customer Behavior Modeling Using Predictive Analytics"

Year: 2017

Focuses on behavioral triggers of churn such as inactivity and low engagement levels.

Limitation: Does not incorporate feedback text.

3.23 Maryam Raza & Shahbaz Raza

Title: "Email Feedback Mining for Churn Detection"

Year: 2018

Uses NLP to extract emotional tone from customer complaints, enhancing churn prediction accuracy.

Finding: Sentiment score improves model accuracy up to 20%.

3.24 A. Robinson & L. Patel

Title: "User Retention Prediction in Digital Media and Publishing Industry"

Year: 2019

Focuses on churn prediction for online newspapers and e-magazines.

Limitation: Dataset limited to western readership.

3.25 John Kevin

Title: "Machine Learning Pipeline Deployment Using Django Framework"

Year: 2020

Shows how Django integrates ML models for real-time prediction dashboards.

Finding: Django is suitable for production-level deployment.

3.26 Shubham Jain & K. Lamba

Title: "Comparative Study on Logistic Regression and Neural Networks in Churn Prediction"
Year: 2020
Neural networks provided better accuracy but Logistic Regression was preferred due to explainability.
Limitation: NN model requires high dataset volume.
3.27 Ali Hassan & John Burke
Title: "Predicting Churn Using Web Interaction Logs"
Year: 2021
Uses clickstream data to detect disengagement triggers.
Finding: Reduced engagement is a strong churn indicator.
3.28 R. Mehta & M. Kaur
Title: "A Visual Web Dashboard for Churn Prediction"
Year: 2021
Developed dashboard similar to your system—real-time churn prediction visualization.
Relevance: Demonstrates user-friendly interface importance.
3.29 Daniel Silva
Title: "Hybrid Churn Model Using Logistic Regression + Decision Trees"
Year: 2022
Combines interpretability (Logistic Regression) with accuracy (Decision Trees).
Finding: Hybrid performs better than individual models.
3.30 T. Acharya & F. Pradhan
Title: "Churn Prediction Using Python and Web Deployment"
Year: 2022
Uses Python ML pipeline deployed through Django backend.
Limitation: Lacks sentiment analysis.
3.31 Kristin Harry
Title: "Business Intelligence in Subscriber Churn Management"
Year: 2023
Uses ML + BI dashboards to assist decision-makers in retention strategies.
Finding:Visual reporting influenced retention actions.

CHAPTER 3
NEWS PAPER CUSTOMER CHURN PREDICTION

ABOUTCUSTOMER CHURN PREDICTION

Customer churn prediction in the **newspaper industry** involves forecasting which subscribers are likely to discontinue their subscriptions. With increasing competition from digital media, understanding and reducing churn has become crucial for newspaper companies to maintain readership, revenue, and customer loyalty.Machine learning and data analytics play a major role in churn prediction by analysing subscriber behaviour, reading preferences, payment history, engagement frequency, and demographic information. By using predictive models, publishers can identify at-risk customers and implement proactive retention strategies such as personalized offers, digital incentives, or improved service quality.

Advancements in artificial intelligence, data collection from CRM systems, and automated insights now enable accurate and efficient churn predictions, allowing newspaper organizations to make informed business decisions and strengthen customer relationships.

CUSTOMER CHURN PREDICTION

In the context of the newspaper industry, **customer churn** refers to the situation when subscribers cancel their newspaper subscription or stop renewing it after a certain period. Predicting churn helps media organizations maintain a stable readership base and reduce revenue loss.

Key factors that lead to newspaper churn include:

- **Content Relevance:** Readers discontinue if the content no longer aligns with their interests.
- **Subscription Cost:** Increased or unjustified pricing can make customers leave.
- **Delivery Issues:** Frequent delays or missed deliveries reduce satisfaction.
- **Digital Shift:** Customers moving toward free online content often cancel physical or paid subscriptions.
- **Engagement Level:** Low reading frequency or reduced online engagement signals disinterest.
- **Customer Support:** Poor handling of complaints or renewal issues can drive attrition.

By identifying these early signals, newspaper companies can take preventive measures such as improving content quality, offering bundled digital access, or providing loyalty rewards.

PATTERNS FOR CUSTOMER CHURN

Customer churn in the newspaper domain follows identifiable behavioral and temporal patterns, which can be analyzed to predict future cancellations. These patterns include:

Reading Behavior Patterns: A decline in article reads, fewer app logins, or reduced interaction with newsletters often precede churn.

Subscription Renewal Patterns: Customers who delay renewals or downgrade plans may be likely to leave.

Demographic Patterns: Younger readers or those in urban areas may show higher churn due to digital alternatives.

Seasonal Patterns: Renewal rates often drop after festive offers or promotional discounts end.

Engagement Patterns: Low participation in feedback surveys or reduced social media interaction may indicate potential churn.

Payment Patterns: Failed auto-renewals or frequent payment delays are strong churn indicators.

By recognizing these patterns, organizations can segment subscribers and apply personalized retention efforts, improving overall customer satisfaction.

TYPES OF CUSTOMER CHURN

Churn in the newspaper industry can be categorized based on causes and customer intent:

Voluntary Churn:

Definition: When customers consciously choose to stop subscribing.

Example: A subscriber cancels due to preference for digital content or rising subscription costs.

Reason: Low perceived value, poor service experience, or better alternatives.

Involuntary Churn:

Definition: When subscriptions end unintentionally due to external factors.

Example: Payment failures, card expirations, or unprocessed renewals.

Contractual Churn:

Definition: When fixed-term subscriptions expire and customers do not renew.

Example: A one-year print subscription not renewed after expiration.

Non-Contractual Churn:

Definition: In open-ended subscriptions where customers can cancel anytime.

Example: A monthly newspaper subscription stopped mid-cycle.

Digital Churn:

Definition: When online subscribers stop visiting or engaging with the e-paper or app.

Example: Subscribers switching to free online news sources.

Understanding these types of churn helps design targeted recovery strategies, such as renewal reminders, content personalization, or retention offers.

TYPES OF CUSTOMER CHURN PREDICTION METHODS

Newspaper churn prediction can be performed using various analytical and computational approaches:

1. Empirical or Statistical Methods

- **Descriptive Analytics:**Analyze historical churn rates and trends to understand customer loss patterns.
- **Logistic Regression:** Estimates churn probability based on behavioral, demographic, and transactional features.
- **Survival Analysis:** Predicts the expected duration a subscriber will stay before cancelling.

2. Machine Learning-Based Methods

Machine learning models leverage subscriber data to predict churn with high accuracy.

- **Decision Trees:** Identify key decision factors such as frequency of reading or payment consistency.
- **Random Forests:** Combine multiple trees for better generalization and accuracy.
- **Support Vector Machines (SVM):** Classify subscribers into "churn" or "retain" categories using optimal decision boundaries.
- **Gradient Boosting / XGBoost:** Advanced ensemble learning methods that sequentially improve prediction performance.
- **k-Nearest Neighbors (KNN):** Predict churn based on similar subscriber profiles in historical data.

3. Deep Learning Methods

Advanced neural models capable of capturing temporal or sequential dependencies:

- **Artificial Neural Networks (ANN):** Model complex interactions among multiple features.
- **Recurrent Neural Networks (RNN) / LSTM:**Analyze time-series data such as user engagement trends or reading frequency over time.

1. Empirical or Statistical Methods

- **Descriptive Analytics:**Analyze historical churn rates and trends to understand customer loss patterns.
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TYPES OF MACHINE LEARNING MODELS FOR CUSTOMER CHURN PREDICTION

Machine learning plays a key role in identifying at-risk subscribers. Commonly used models include:

Logistic Regression:

Description: A simple classification algorithm estimating the likelihood of churn.

Use Case: Effective for binary churn prediction (Yes/No).

Decision Trees:

Description: Splits data into decision nodes based on attributes like content engagement or payment history.

Use Case: Offers clear interpretability for business decision-making.

Random Forest:

Description: Combines multiple decision trees for improved prediction accuracy and robustness.

Use Case: Suitable for complex datasets with diverse customer behavior.

Gradient Boosting (XGBoost / LightGBM):

Description: Sequentially builds models where each iteration corrects previous errors.

Use Case: High accuracy and strong performance for churn classification.

Support Vector Machines (SVM):

Description: Separates churners and non-churners using mathematical hyperplanes.

Use Case: Ideal for high-dimensional data with many behavioral features.

Artificial Neural Networks (ANN):

Description: Learn non-linear relationships between customer activity and churn probability.

Use Case: Effective in modeling large-scale subscriber data.

Recurrent Neural Networks (RNN) / LSTM:

Description: Capture long-term patterns in subscription renewals, engagement, and reading trends.

Use Case: Suitable for time-dependent data such as monthly churn tracking.

KEY STEPS IN BUILDING ML MODELS FOR CUSTOMER CHURN PREDICTION

1. **Data Collection:**
   Gather historical customer data, including subscription history, reading frequency, demographics, payment patterns, and support interactions.
2. **Data Preprocessing:**
   Handle missing data, normalize continuous variables, encode categorical data (e.g., region, plan type), and split into training/testing datasets.
3. **Feature Engineering:**
   Create derived features such as *subscription tenure*, *reading frequency*, *payment consistency*, *customer satisfaction score*, and *engagement index*.
4. **Model Training:**
   Train the ML model on labeled data (churn vs. active). Use cross-validation to avoid overfitting and optimize hyperparameters.
5. **Model Evaluation:**
   Measure performance using metrics like Accuracy, Precision, Recall, F1-Score, and ROC-AUC to evaluate churn prediction quality.
6. **Deployment:**
   Integrate the model into CRM or subscriber management systems to automatically flag potential churners for retention campaigns.
7. **Continuous Improvement:**
   Update the model periodically with new data to maintain accuracy and adapt to evolving customer behavior.

ADVANTAGES

Machine learning–based customer churn prediction in the newspaper industry provides several business and operational benefits:

1. **Improved Accuracy:**
   - ML models capture complex subscriber behavior and deliver precise churn probabilities.
   - Continuous learning enhances model accuracy with new data.
2. **Proactive Retention:**
   - Early identification of at-risk readers enables timely interventions.
   - Personalized offers or discounts can be deployed before cancellations occur.
3. **Cost Reduction:**

    - Retaining existing customers is more economical than acquiring new ones.
    - Accurate churn prediction helps allocate marketing budgets efficiently.
4. **Better Customer Insights:**
    - Provides deep understanding of why customers churn.
    - Supports targeted strategies to improve satisfaction and loyalty.
5. **Automation and Real-Time Monitoring:**
    - Automated detection systems can send alerts to the marketing team in real time.
    - Enables continuous tracking of churn patterns.
6. **Personalized Customer Experience:**
    - Custom content recommendations and personalized newsletters boost engagement.
    - Increases long-term reader loyalty and brand trust.
7. **Integration with Digital Platforms:**
    - ML models can be integrated with mobile apps, websites, and CRMs for dynamic churn tracking.
    - Supports multi-channel marketing and engagement analytics.
8. **Business Growth and Retention:**
    - Helps maintain a stable subscriber base and predictable revenue.
    - Enhances the organization's strategic planning and sustainability.

CHAPTER 4

SOFTWAREENVIRONMENT

4.1 INTRODUCTION TO PYTHON

Python is a high-level, interpreted programming language that has gained widespread popularity for its simplicity, readability, and versatility. Created by Guido van Rossum and first released in 1991, Python emphasizes code readability and ease of use, making it an excellent choice for both beginners and experienced programmers. Its clean and straightforward syntax allows developers to write clear and logical code for small and large-scaleprojectslike asaninterpretedlanguage,Pythonexecutescodelinebyline,facilitating rapid testing and debugging. Its dynamically typed nature means that variables do not require explicit declarations, which simplifies the coding process.

This rich library ecosystem, along with a vibrant community of developers, has contributed to Python's status as one of the most widely used programming languages in the world. Python's portability allows code to run on various operating systems without modification, further enhancing its utility across different environments.

In addition to its robust standard library, Python supports integration with other languages and technologies, making it a flexible tool for diverse applications. The language's community support ensures a wealth of resources, including tutorials, documentation, and third-party libraries, enabling continuous learning and development. Whether you are developing web applications with frameworks like Django and Flask, analyzing data with PandasandNumPy,buildingmachinelearningmodelswithTensorFlowand scikit-learn, Python's simplicity and power make it an ideal choice for a wide array of programming tasks.

4.2 Why Choose Python

Python was chosen as the core programming language for this project because of its simplicity, readability, and vast ecosystem of data science and machine learning libraries. Some of the key advantages of Python that influenced this decision include:

1. **Easeof Learning and Use :**
   Python’s syntax is clean and close to human language, allowing faster development and easier debugging.
2. **Extensive Libraries:**
   Python offers a wide range of libraries like *NumPy*, *Pandas*, *Matplotlib*, and *scikit-learn* that simplify data handling, visualization, and model building.
3. **Integration with Django Framework:**

Django, a high-level Python web framework, enables rapid development of secure, scalable, and maintainable web applications for model deployment.

4. **Community Support:**

Python has one of the largest developer communities, ensuring continuous support, tutorials, and updates.

5. **Portability and Flexibility:**

Python applications can run seamlessly across Windows, Linux, and macOS environments without major code modifications.

6. **Machine Learning and AI Support:**

Python's ecosystem provides robust tools and frameworks that simplify the implementation of machine learning algorithms used for churn prediction.

Conclusion

This section provided an overview of the Python programming language, including its origin, features, and reasons for its widespread use. Python was developed by Guido van Rossum in 1991 and named after the British comedy show *"Monty Python's Flying Circus."* It is an open-source, high-level, interpreted language designed to be both easy to read and powerful.

Python's simplicity, readability, and versatility make it an excellent choice for programmers at all levels — from beginners learning the basics to professionals developing large-scale applications. Because it is interpreted, Python code can be executed line by line, allowing for rapid testing, debugging, and development across different operating systems.Although it may run slower than compiled languages like C due to interpretation overhead, Python's extensive standard library, portability, and integration capabilities make it one of the most widely used and productive programming languages today.

In summary, Python's combination of simplicity, power, and flexibility makes it a perfect foundation for modern software development — particularly in areas like web development, data science, and machine learning, as demonstrated in this project.

Pythonuse[change/changesource]

Python is used by hundreds of thousands of programmers and is used in many places. Sometimes only Python code is used fora program, but most of the time it is used to do simple jobs while another programming language is used to do more complicated tasks.

Its standard library is made up of many functions that come with Python when it is installed. On the Internet there are many other libraries available that make it possible for the

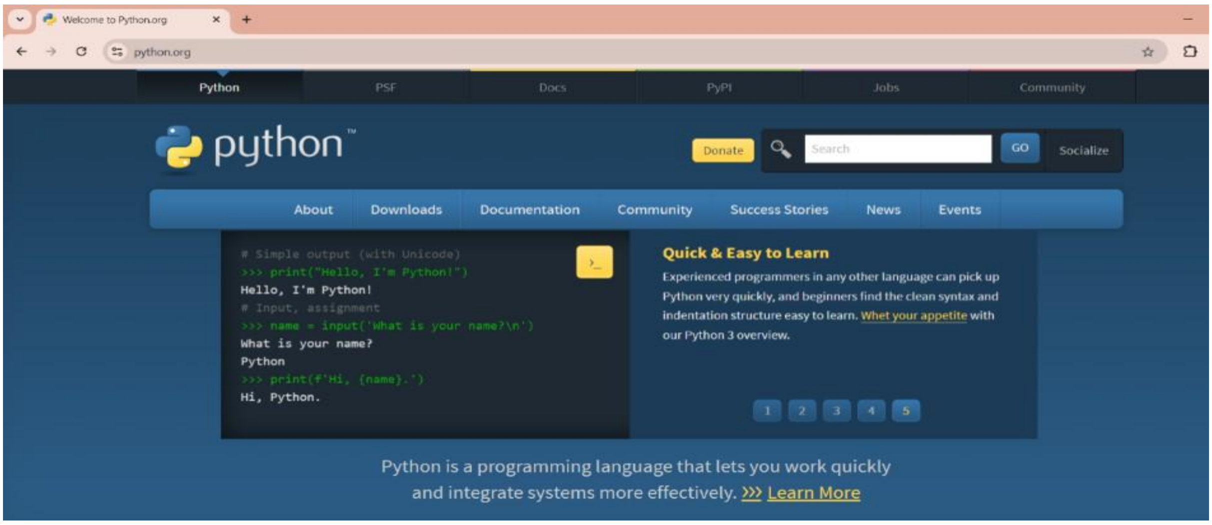
Python language to do more things. These libraries make it a powerful language; it can do many different things.

Somethings that Python is often used for are:

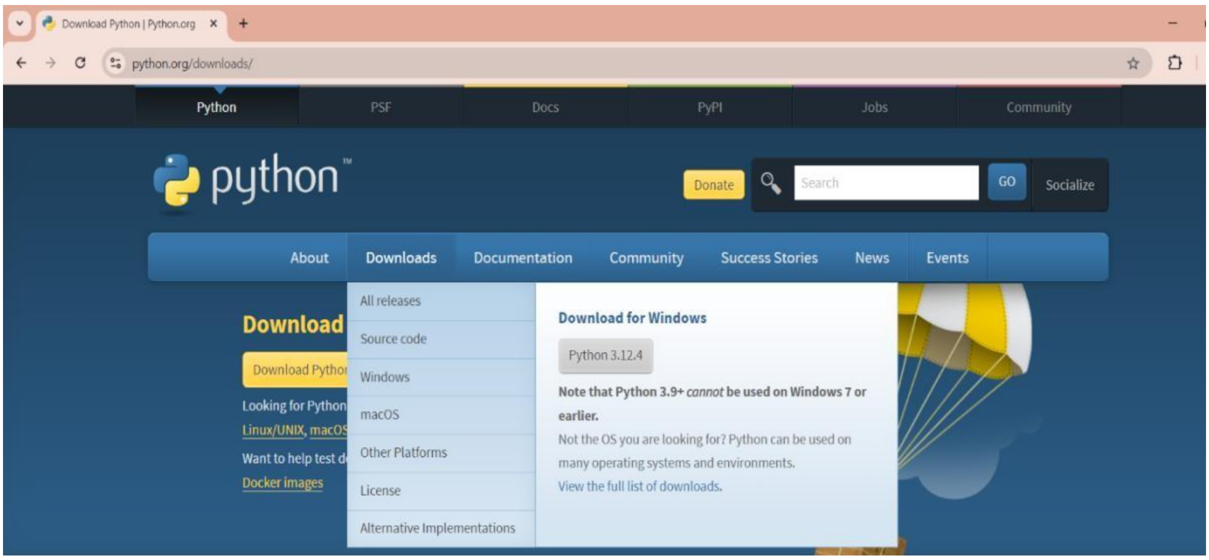
- Web development
- Scientific programming
- Desktop GUIs
- Network programming
- Game programming

4.3 STEPS TO INSTALLPYTHON

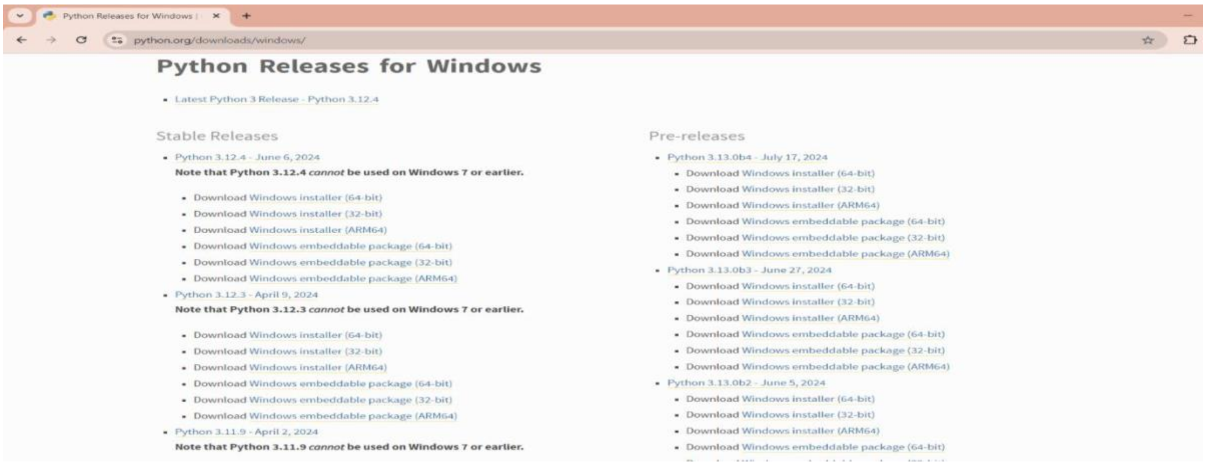
Step1: Searchpython.org



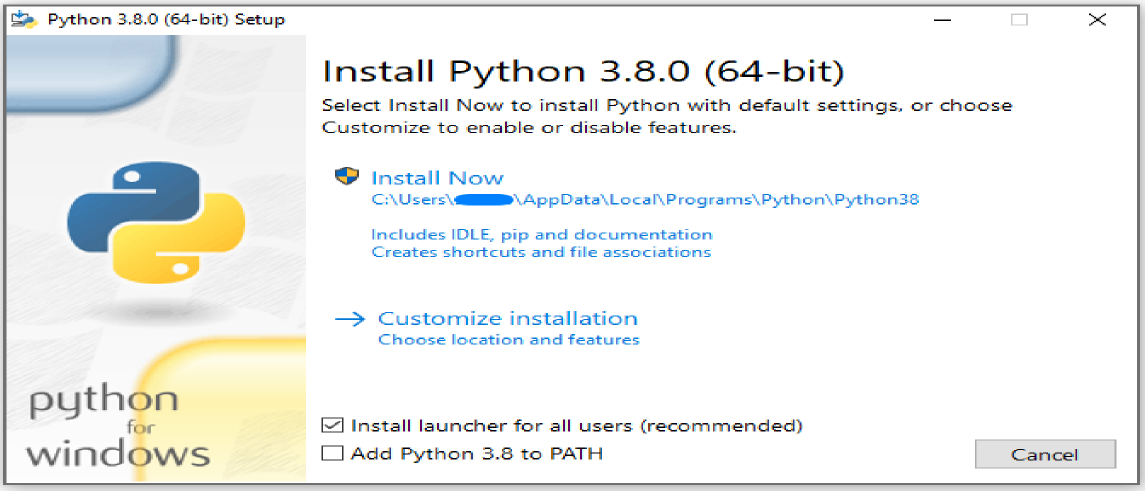
Step2:Go to downloads and select windows



Step3: Download Windows installer(64-bit)



Step4: Now select python.exe to path and install the IDLE



4.4 Modules:

Framework: Django

Django is an open-source web framework built on Python that promotes rapid development and Clean design

In this project, Django was used for:

- Building the web interface for interacting with churn prediction results.
- Managing backend operations like data upload, model interaction, and displaying prediction results.
- Structuring the project using the Model-View-Template (MVT) architecture.

Django simplifies deployment by integrating with databases and handling server-side logic efficiently, which is crucial for real-time customer churn prediction systems.

News API Integration

News API is a web service that provides live and historical news data. It was integrated into the project to collect and analyse news articles related to the newspaper industry.

Key uses in this project:

- Fetching recent news headlines relevant to customer engagement and content trends.

4.5 Libraries

(a) scikit-learn:

Scikit-learn (sklearn) is an open-source machine learning library used for building and evaluating the churn prediction model.It supports various algorithms like logistic regression, decision trees, and random forests, which were used to classify whether a customer is likely to churn.

Features:

- Supervised and unsupervised learning algorithms.
- Tools for model evaluation and cross-validation.
- Hyperparameter tuning and performance optimization.

Installation:

pip install scikit-learn

(b) Joblib

Joblib is a Python library used for saving and loading large data objects efficiently. In this project, it was used to save the trained churn prediction model for reuse without retraining.

Memory Management:

Joblib includes tools for caching, which helps avoid redundant computations by storing function outputs for reuse

(c) NumPy

NumPy is a core library for numerical and matrix operations. It provides fast computations for handling large datasets.

Applications in the Project:

- Storing customer data as arrays or matrices.
- Performing mathematical operations for model preprocessing.
- Supporting matrix multiplications and statistical computations for churn features.

Installation:

pip install numpy

(d) Pandas

Pandas is used for data manipulation and analysis. In the churn prediction system, Pandas handled data cleaning, feature extraction, and preprocessing before feeding it into the machine learning model.

Key Features of Pandas

1. **Data Structures**:

- **Series**: A one-dimensional labeled array capable of holding any data type.
- **Data Frame**: A two-dimensional, size-mutable, and potentially heterogeneoustabulardatastructurewithlabeledaxes(rowsandcolumns). It is similar to a SQL table or a spreadsheet.

2. **Data Manipulation**:
    - **Indexing and Selection**: Easily select, filter, and subset data using labels, boolean indexing, or advanced queries.
    - **Data Alignment**: Automatic data alignment between different data structures, making operations like addition or subtraction seamless.
3. **Handling Missing Data**:
    - Functions like isnull, fillna, and dropna for identifying, filling, or dropping missing values.
4. **Data Cleaning**:
    - String manipulation, replacing values, renaming columns, and other transformations are straightforward, aiding in data preparation.

Applications in Project:

- Importing customer datasets (CSV or database).
- Handling missing values, filtering, and feature selection.
- Generating summary statistics for exploratory analysis.

Installation :

Pip install pandas

CHAPTER 5
PYTHON CODE

Views.py code :

```
from django.shortcuts import render, redirect
from django.contrib.auth.models import User
from django.contrib.auth import authenticate, login, logout
from django.contrib.auth.decorators import login_required
import requests
from .utils import get_newspaper_data
import numpy as np
import pickle
import os
from django.contrib.auth.decorators import user_passes_test
from django.conf import settings
from .models import UserProfile
import datetime

model_path = os.path.join(settings.BASE_DIR,'models','model.pkl')
# lable encoding
gen_p = os.path.join(settings.BASE_DIR,'models','gender.pkl')
# Reason_p = os.path.join(settings.BASE_DIR,'models','Reason_For_Switch.pkl')
Sub_p = os.path.join(settings.BASE_DIR,'models','Subscription_Type.pkl')
model = pickle.load(open(model_path,'rb'))
g_le = pickle.load(open(gen_p,'rb'))
# r_le= pickle.load(open(Reason_p,'rb'))
s_le= pickle.load(open(Sub_p,'rb'))

# scalling:

age_p = os.path.join(settings.BASE_DIR,'models','age.pkl')
complaints_p =  os.path.join(settings.BASE_DIR,'models','complaints.pkl')
satisfaction_p = os.path.join(settings.BASE_DIR,'models','satisfaction.pkl')
adays = os.path.join(settings.BASE_DIR,'models','Active_Days_Per_Week.pkl')
drt_p = os.path.join(settings.BASE_DIR,'models','Daily_Read_Time.pkl')
ten_p = os.path.join(settings.BASE_DIR,'models','tenure.pkl')

age_s = pickle.load(open(age_p,'rb'))
com_s = pickle.load(open(complaints_p,'rb'))
```

```
sat_s = pickle.load(open(satisfaction_p,'rb'))
aday_s = pickle.load(open(adays,'rb'))
drt_s = pickle.load(open(drt_p,'rb'))
ten_s = pickle.load(open(ten_p,'rb'))



def home(request):
    return render (request,'home.html')
def loginpage(request):
    if request.method == 'POST':
        username = request.POST.get('num1')
        password = request.POST.get('num2')
        user=authenticate(request,username=username,password=password)
        if user is not None:
            login(request,user)
            return redirect('main')
    return render(request,'login.html')
def registerpage(request):

    if request.method == 'POST':
        email = request.POST.get('num4')
        username = request.POST.get('num1')
        password = request.POST.get('num2')
        conform = request.POST.get('num3')
        if password != conform:
            return render(request,'register.html',{'result':'ERROR'})
        date = request.POST.get('date')
        gender = request.POST.get('gender')
        user=User.objects.create_user(username=username,password=password)
        # Save age and gender
        UserProfile.objects.create(user=user, date= date, gender=gender)
        return redirect('login')
    return render(request,'register.html')

@login_required
def main(request):
    if request.user.is_staff:
        return redirect('churn')  # send admin to churn page
```

```
    api_key = 'efe868e8436e4325960f9c64b508fcf9'  # Make sure your key is valid
    url = f"https://newsapi.org/v2/everything?q=indian-
express&language=en&apiKey={api_key}"
    response = requests.get(url)

    try:
        data = response.json()
        articles = data.get('articles', [])
    except Exception as e:
        articles = []
        print("Error fetching news:", e)

    return render(request, 'main.html', {
        'paper_name': 'Indian Express',
        'articles': articles
    })

def switchpage(request):
    newspapers = get_newspaper_data()
    return render(request, 'switchpage.html', {
        'newspapers': newspapers
    })

def conpro(request):
    if request.method == 'POST':
        selected_paper = request.POST.get('selected_paper')
        switch_reason = request.POST.get('switch_reason')
        if request.user.is_authenticated:
            try:
                profile = UserProfile.objects.get(user=request.user)
                profile.reason_for_switch = switch_reason
                profile.save()
            except UserProfile.DoesNotExist:
                pass
        newspapers = get_newspaper_data()

        previous = newspapers.get("indianexpress")
        selected = newspapers.get(selected_paper)

        return render(request, 'conpro.html', {
```

```
            'previous_name': previous['name'],
            'selected_name': selected['name'],
            'previous_pros': previous['pros'],
            'selected_cons': selected['cons']
        })
    return redirect('switchpage')

def about(request):
    return render(request,'about.html')
def contact(request):
    return render(request,'contact.html')
def is_admin(user):
    return user.is_staff

from django.http import JsonResponse
from django.utils.timezone import now

@user_passes_test(lambda u: u.is_staff)
def get_user_details(request):
    user_id = request.GET.get('selected_user')
    try:
        profile = UserProfile.objects.select_related('user').get(user__id=user_id)
        dob = profile.date
        today = now().date()
        age = today.year - dob.year - ((today.month, today.day) < (dob.month, dob.day))
        # reason = None
        # ifprofile.reason_for_switch :
        #     reason = profile.reason_for_switch
        # else:
        #     reason = "Not Switching"

        return JsonResponse({
            'gender': profile.gender,
            'age': age,
            # 'reason':reason

        })
    except UserProfile.DoesNotExist:
        return JsonResponse({'error': 'User not found'}, status=404)
from django.contrib.admin.views.decorators import staff_member_required
```

```
@staff_member_required
def churn(request):
    prediction = None
    selected_user_id = request.GET.get('selected_user')  # optional support

    users = UserProfile.objects.select_related('user')
    age = ""
    gender = ""
    reason_from_profile = ""

    users = UserProfile.objects.select_related('user')

    if request.user.is_authenticated:
        try:
            profile = UserProfile.objects.get(user=request.user)
            age = profile.age
            gender = profile.gender
            # reason_from_profile = profile.reason_for_switch or "Not Switching"
        except UserProfile.DoesNotExist:
            pass


    if request.method == 'POST':
        age = int(request.POST.get('age'))
        gender = request.POST.get('gender')
        SubscriptionType = request.POST.get('subscription_type')
        TenureMonths= int(request.POST.get('tenure'))
        DailyReadTime = float(request.POST.get('daily_read_time'))
        ActiveDaysPerWeek= int(request.POST.get('active_days'))
        SatisfactionScore = int(request.POST.get('satisfaction'))
        ComplaintsLast3Months = int(request.POST.get('complaints'))
        # ReasonForSwitch = request.POST.get('reason')

        # r_en = r_le.transform([ReasonForSwitch])[0]
        s_en = s_le.transform([SubscriptionType])[0]
        g_en = g_le.transform([gender])[0]
        # ifrequest.user.is_authenticated:
        #     try:
        #         profile = UserProfile.objects.get(user=request.user)
```

```
#         if not profile.reason_for_switch:
#             profile.reason_for_switch = ReasonForSwitch
#             profile.save()
#     except UserProfile.DoesNotExist:
#         pass


        age1 = age_s.transform([[age]])[0][0]
        compleint = com_s.transform([[ComplaintsLast3Months]])[0][0]
        satis = sat_s.transform([[SatisfactionScore]])[0][0]
        aday = aday_s.transform([[ActiveDaysPerWeek]])[0][0]
        drt = drt_s.transform([[DailyReadTime]])[0][0]
        tenu = ten_s.transform([[TenureMonths]])[0][0]

        data=np.array([[age1,g_en,s_en,tenu,drt,aday,satis,compleint]])
        prediction=model.predict(data)

    return render(request,'churn.html',{'users':users,'prediction':prediction,'age': age,
        'gender': gender})
def logoutpage(request):
    logout(request)
    return redirect('login')
```

Churn prediction code:

```
"""customer_churn.ipynb
Automatically generated by Colab.
Original file is located at
    https://colab.research.google.com/drive/1mANhDO_5lZ8HE2KV3vngWqcBERaCd8Eh
"""
import pandas as pd
import numpy as np
from sklearn.preprocessing import LabelEncoder
from sklearn.model_selection import train_test_split
from sklearn.preprocessing import StandardScaler
from sklearn.linear_model import LogisticRegression
from sklearn.metrics import accuracy_score, classification_report, confusion_matrix
```

```
data = pd.read_csv(r'/content/shuffled_file.csv')

df = pd.DataFrame(data)
df.head()
df.info()
"""EDA"""
import seaborn as sns
import matplotlib.pyplot as plt
sns.histplot(df['Age'], bins=20, kde=True, color='skyblue')
plt.title('Age Distribution')
plt.xlabel('Age')
plt.ylabel('Frequency')
plt.show()
sns.boxplot(x=df['Complaints'] ,color='lightcoral')
plt.title('Boxplot of Complaints')
plt.xlabel('Number of Complaints')
plt.show()
sns.countplot(x='Subscription_Type', data=df, palette='Set2')
plt.title('Subscription Type Count')
plt.xticks(rotation=30)  # tilt labels if too long
plt.show()
sns.countplot(x='Satisfaction_Score', data=df, palette='Set2')
plt.title('Subscription Type Count')
plt.xticks(rotation=30)  # tilt labels if too long
plt.show()
"""BIVARIANT ANALYSIS"""
import seaborn as sns
import matplotlib.pyplot as plt
sns.kdeplot(data=df[df['Churn_Label'] == 0], x='Age', label='Not Churned', fill=True)
sns.kdeplot(data=df[df['Churn_Label'] == 1], x='Age', label='Churned', fill=True)
plt.title('Age Distribution by Churn')
plt.legend()
plt.show()
```

```
import matplotlib.pyplot as plt
import seaborn as sns
sns.set(style="whitegrid")
plt.figure(figsize=(18, 12))
# 1. Gender vs Churn
plt.subplot(2, 2, 1)
sns.countplot(data=df, x='Gender', hue='Churn_Label', palette='pastel')
plt.title('Churn by Gender')
plt.legend(title='Churn')
# 2. Subscription Type vs Churn
plt.subplot(2, 2, 2)
sns.countplot(data=df, x='Subscription_Type', hue='Churn_Label', palette='Set2')
plt.title('Churn by Subscription Type')
plt.xticks(rotation=30)
plt.legend(title='Churn')
# 2. Subscription Type vs Churn
plt.subplot(2, 2, 3)
sns.countplot(data=df, x='Reason_For_Switch', hue='Churn_Label', palette='Set2')
plt.title('Churn by Reason_For_Switch')
plt.xticks(rotation=30)
plt.legend(title='Churn')
# 3. Satisfaction Score vs Churn
plt.subplot(2, 2, 4)
sns.boxplot(data=df, x='Churn_Label', y='Satisfaction_Score', palette='coolwarm')
plt.title('Satisfaction Score by Churn')
plt.xticks([0, 1], ['Not Churned', 'Churned'])
# # 4. Complaints vs Churn
# plt.subplot(2, 2, 4)
# sns.boxplot(data=df, x='Churn_Label', y='Complaints', palette='Set3')
# plt.title('Complaints by Churn')
# plt.xticks([0, 1], ['Not Churned', 'Churned'])
```

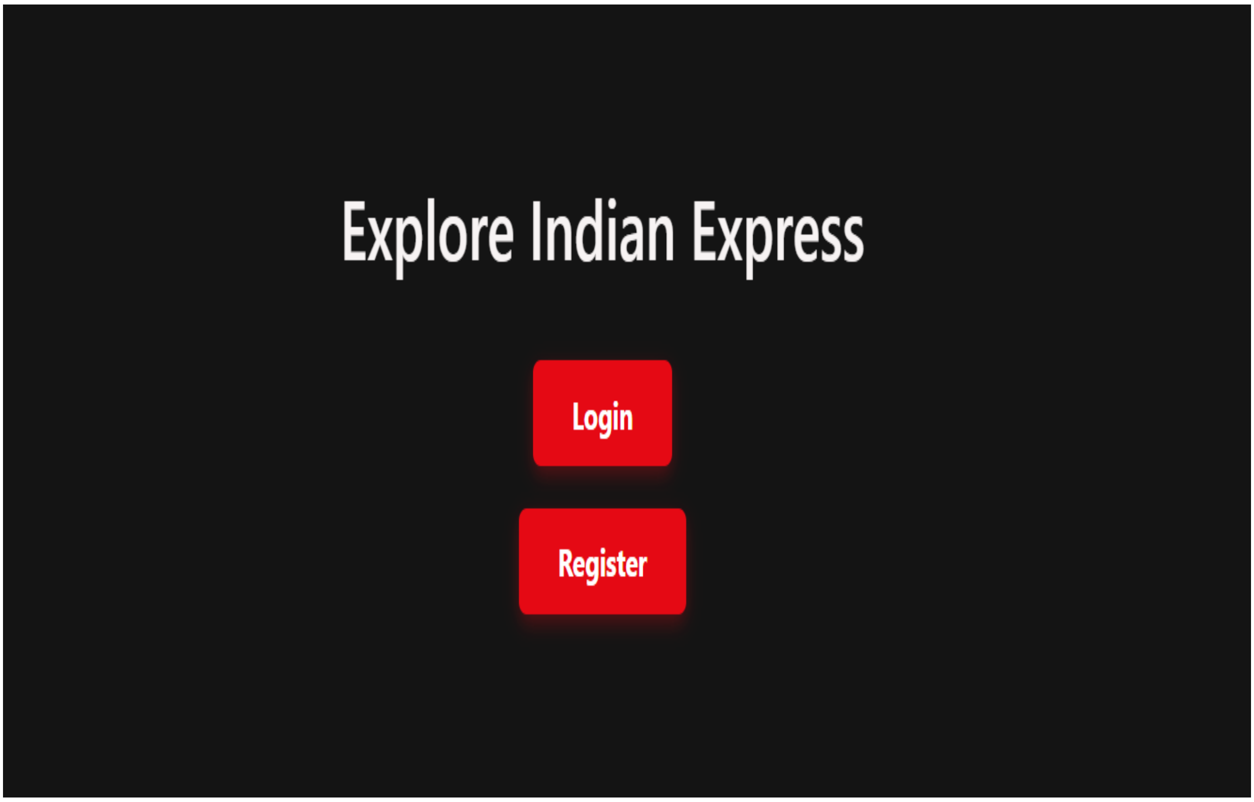
```
plt.tight_layout()
plt.show()
import numpy as np
# Convert categorical columns to numeric temporarily for correlation
df_encoded = df.copy()
df_encoded['Gender'] = df_encoded['Gender'].astype('category').cat.codes
df_encoded['Subscription_Type'] =
    df_encoded['Subscription_Type'].astype('category').cat.codes
df_encoded['Reason_For_Switch'] =
    df_encoded['Reason_For_Switch'].astype('category').cat.codes
plt.figure(figsize=(10, 8))
sns.heatmap(df_encoded.corr(), annot=True, cmap='coolwarm', fmt=".2f")
plt.title("Correlation Heatmap")
plt.show()
x = df.drop('Churn_Label','Reason_For_Switch', axis=1)
y = df['Churn_Label']
le1 = LabelEncoder()
df['Gender'] = le1.fit_transform(df['Gender'])
le2 = LabelEncoder()
df['Subscription_Type'] = le2.fit_transform(df['Subscription_Type'])
# le3 = LabelEncoder()
# df['Reason_For_Switch'] = le3.fit_transform(df['Reason_For_Switch'])
#  scalling
from sklearn.preprocessing import MinMaxScaler
scaler1 = MinMaxScaler()
df['Age'] = scaler1.fit_transform(df[['Age']])
scaler2 = MinMaxScaler()
df['Complaints'] = scaler2.fit_transform(df[['Complaints']])
scaler3 = MinMaxScaler()
df['Satisfaction_Score'] = scaler3.fit_transform(df[['Satisfaction_Score']])
scaler4 = MinMaxScaler()
df['tenure(months)'] = scaler4.fit_transform(df[['tenure(months)']])
scaler5 = MinMaxScaler()
df['Daily_Read_Time'] = scaler5.fit_transform(df[['Daily_Read_Time'] ]
```

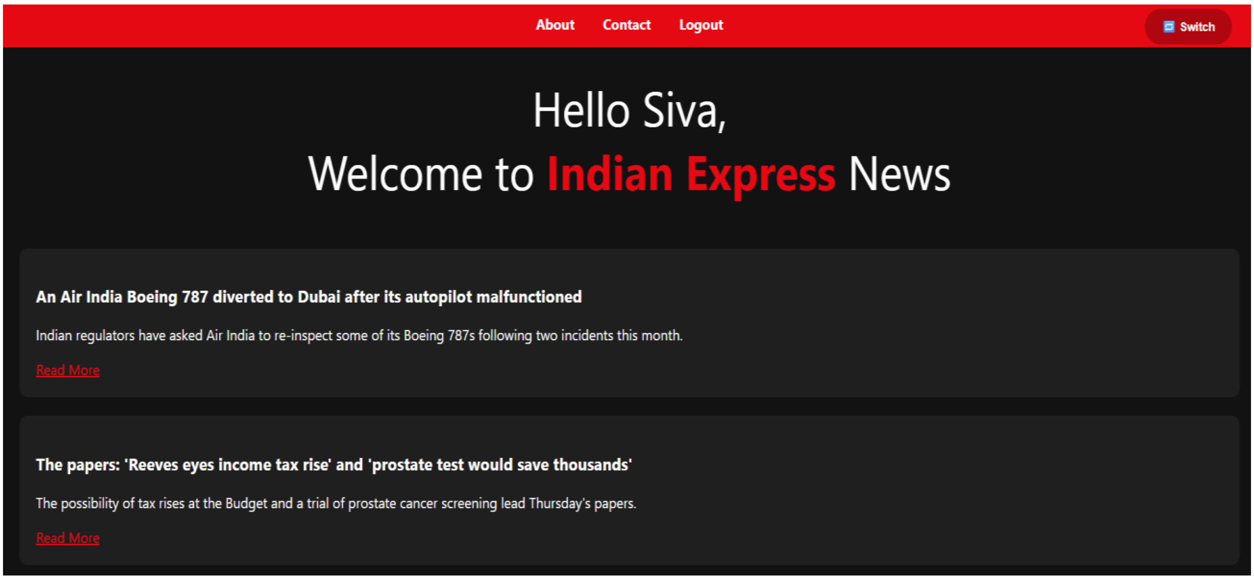
```
scale6 = MinMaxScaler()
df['Active_Days_Per_Week'] = scale6.fit_transform(df[['Active_Days_Per_Week']])
x = df.drop(columns=['Reason_For_Switch','Churn_Label'], axis=1)
y = df['Churn_Label']
# spliting the data
x_train, x_test, y_train, y_test = train_test_split(x, y, test_size=0.2, random_state=42)
model = LogisticRegression(max_iter=1000)
model.fit(x_train, y_train)
y_pred = model.predict(x_test)
print("Accuracy:", accuracy_score(y_test, y_pred))
print("Confusion Matrix:\n", confusion_matrix(y_test, y_pred))
print("Classification Report:\n", classification_report(y_test, y_pred))
import pickle
with open('model.pkl', 'wb') as file:
    pickle.dump(model, file)
with open('gender.pkl','wb') as f:
  pickle.dump(le1,f)
with open('Subscription_Type.pkl','wb') as f:
  pickle.dump(le2,f)
with open('age.pkl','wb') as f:
  pickle.dump(scaler1,f)
with open('complaints.pkl','wb') as f:
  pickle.dump(scaler2,f)
with open('satisfaction.pkl','wb') as f:
  pickle.dump(scaler3,f)
with open('tenure.pkl','wb') as f:
  pickle.dump(scaler4,f)
with open('Daily_Read_Time.pkl','wb') as f:
  pickle.dump(scaler5,f)
with open('Active_Days_Per_Week.pkl','wb') as f:
  pickle.dump(scale6,f)
```

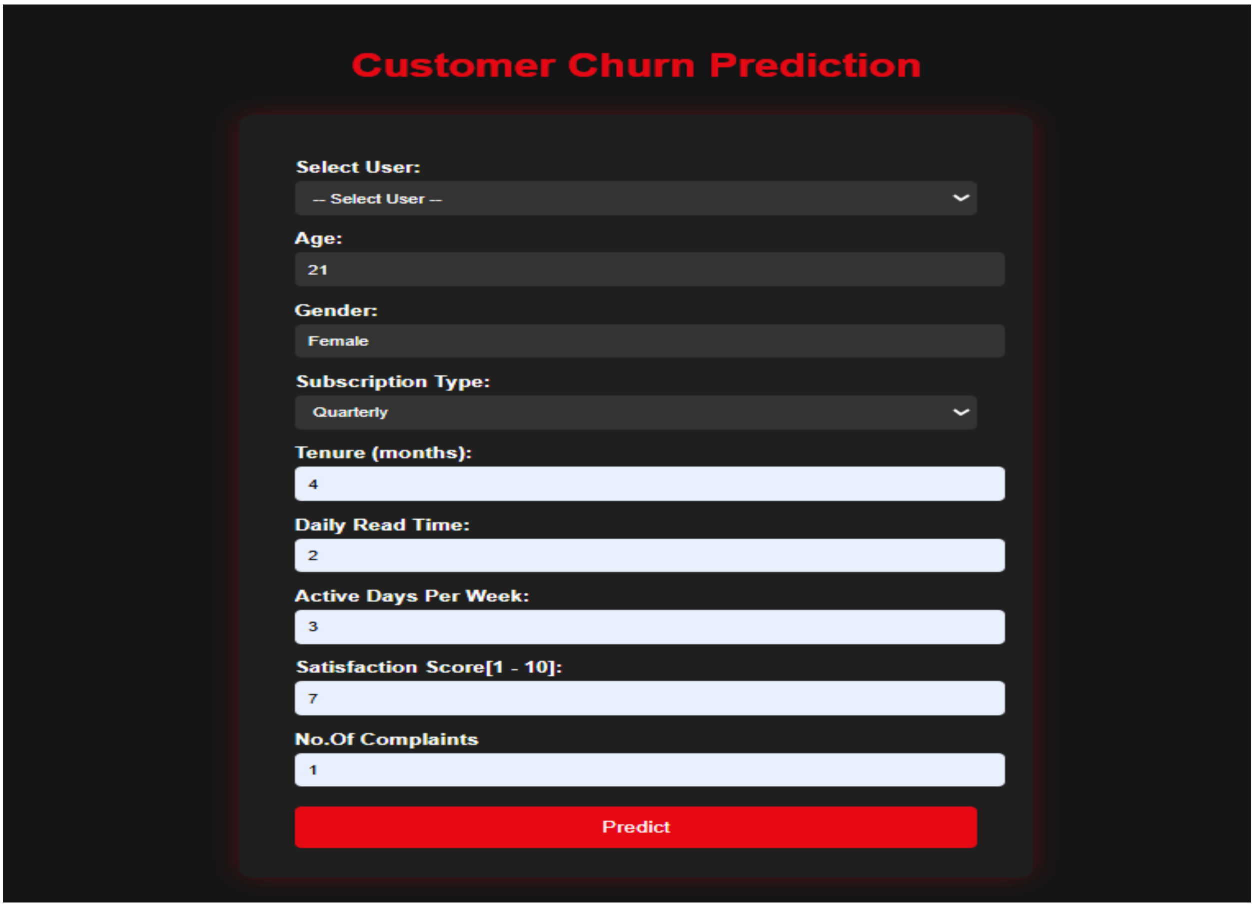
CHAPTER 6

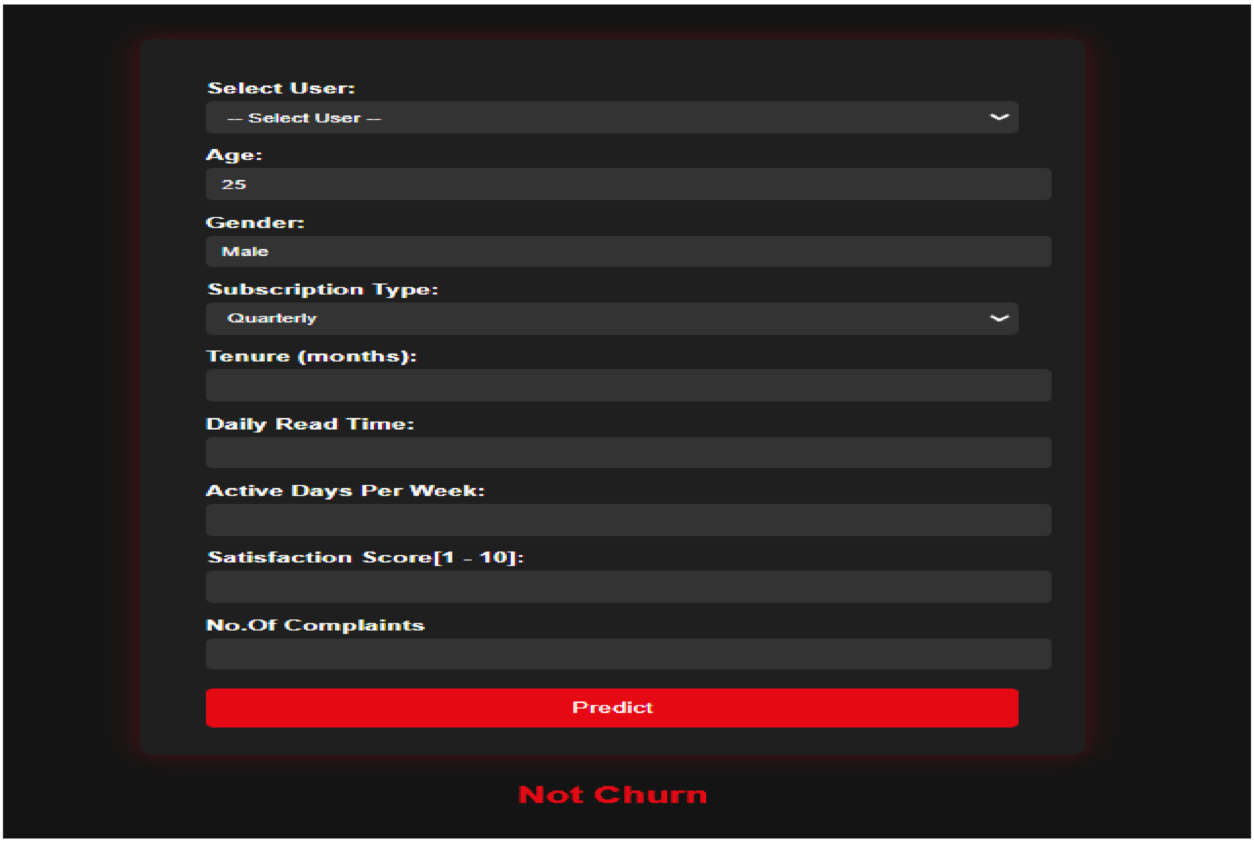
FINAL RESULT

OUTPUT:






Customer Churn Prediction
Select User:
-- Select User --
Age:
21
Gender:
Female
Subscription Type:
Quarterly
Tenure (months):
4
Daily Read Time:
2
Active Days Per Week:
3
Satisfaction Score[1 - 10]:
7
No.Of Complaints
1
Predict


Select User:
-- Select User --
Age:
25
Gender:
Male
Subscription Type:
Quarterly
Tenure (months):
Daily Read Time:
Active Days Per Week:
Satisfaction Score[1 - 10]:
No.Of Complaints
Predict
Not Churn

CHAPTER 7
CONCLUSION

1. **Effectiveness and Interpretability:**
   Logistic Regression proved to be an effective model for predicting customer churn, providing clear interpretability of how different features—such as subscription duration, usage behavior, and customer feedback—impact the likelihood of churn. This transparency makes the model more useful for business teams to understand why a customer is at risk.

2. **Handling of Categorical and Numerical Data:**
   With proper preprocessing and feature scaling, Logistic Regression efficiently handled both categorical and numerical features in the dataset. Encoding techniques and data normalization contributed to improving prediction accuracy and model stability.

3. **Feature Influence and Decision Making:**
   Logistic Regression naturally highlights the significance of each input variable through model coefficients. This helps organizations understand which factors influence churn the most and frame targeted retention strategies, such as offering personalized discounts or improving service for at-risk customers.

4. **Real-Time Predictive Capability via Django Web Integration:**
   Deploying the model through a Django web application allowed real-time churn prediction based on user input. This makes the system practical, scalable, and ready to be used by non-technical teams through a web interface.

5. **Computational Efficiency and Low Complexity:**
   Logistic Regression is computationally efficient and requires fewer resources compared to complex algorithms like Random Forest or deep learning models. It is fast to train, easy to deploy, and suitable even when dataset size increases.

6. **Challenges and Future Improvements:**
   While Logistic Regression works well for interpretability, its performance may decrease with highly non-linear datasets or complex customer behaviors. Future improvements may include experimenting with models like Random Forest or XGBoost and integrating sentiment analysis from customer reviews/emails for deeper behavioral insights.

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