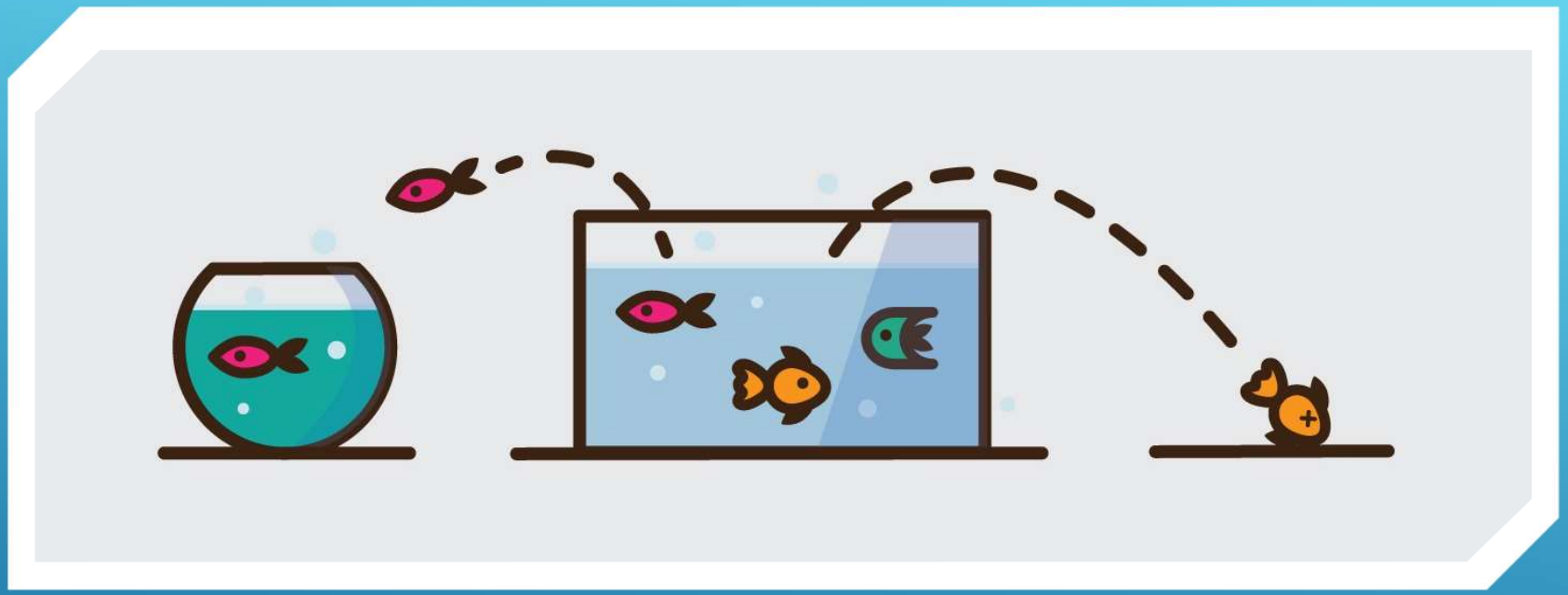

CHURN ANALYSIS

Project 1

BUSINESS OBJECTIVE

perform analysis of the customer base of an e-commerce site, determine the characteristics of the individuals who have stopped using the service (known as "customer churn"), and devise strategies to target similar individuals.

Reduce customer churn by proactively contacting customers likely to churn

CHURN RATE

Churn Rate captures the number of people a business can retain at the end of a time period.

WHY CHURN RATE ?

Retaining customers that are already acquired by other business is very critical for the growth of a business.

Churn rate should tell whether the current customers have left or stayed

WHERE IS CHURN RATE USED ?

Churn Rate is often adopted by companies using a subscriber-based service model, especially in the telecommunication industry.

WHAT WE NEED TO CALCULATE CHURN RATE ?

Customers at the beginning of usage interval

Customers at the end of the usage interval

CHURN ANALYSIS

Churn analysis can help you determine the causes of client cancellations to develop a strategy to reduce them.

CHURN PREDICTION

Churn prediction estimates the likelihood that a customer will leave based on previous behaviour and feedback so that we can choose the marketing strategy and business plans that would possibly the retain existing customer.

METHODOLOGY

1. Data Import
2. Data Overview
3. Data Cleaning
4. Exploratory analysis
5. Variable distribution in Churn and non-Churn Category
6. Create various visuals using Python Packages
7. Variable Summary
8. Correlation Matrix
9. Data Pre-Processing for Model Building
10. Model Building

SUBMISSION

- The project is spread over 2 weeks and is completed in 2 parts.
- Provided code in HTML format and Jupyter notebook.
- Code must be error free.
- explain the code with commenting.
- Presentation must have insight, recommendation and visualization.

SUBMISSION

- **Submission will be done via Blackboard, and it will be group submission**
- **One file per group**
- **You need to submit provided files in .zip format**
  1. **Jupyter Notebook/lab file (.ipynb)**
  2. **Exported Jupyter notebook in html (.html)**
  3. **presentation (.pptx)**