MAJOR PROJECT

- **Project Name:**

Machine Learning September Major Project

- **Project Description:**

Task: XYZ is a service providing company that provides customers with a one year subscription plan for their product. The company wants to know whether the customers will renew the subscription for the coming year or not.

The CSV consists of around 2000 rows and 16 columns Features:

1. Year
2. Customer_id - unique id
3. Phone_no - customer phone no
4. Gender -Male/Female
5. Age – age of the customer
6. No of days subscribed - the number of days since the subscription
7. Multi-screen - does the customer have a single/ multiple screen subscription
8. Mail subscription - customer receive emails or not
9. Weekly mins watched - number of minutes watched weekly
10. Minimum daily mins - minimum minutes watched
11. Maximum daily mins - maximum minutes watched
12. Weekly nights max mins - number of minutes watched at night time
13. Videos watched - total number of videos watched
14. Maximum_days_inactive - days since inactive
15. Customer support calls - number of customer support calls
16. Churn

1=yes

2=No

Churn is the Target variable.

Approach
1. Importing the required libraries and reading the dataset.
2. Feature Engineering
   Dropping of unwanted columns
3. Model Building
   Performing train test split
   Model building
4. Model Validation (predictions)
   Accuracy score
   Confusion matrix
   Recall score
   Precision score

Dataset link -
https://drive.google.com/file/d/1iz7nEqbxUpwjSO2Qx3bzPlHvZ5TWu1-O/view?usp=sharing