**Data Scientist** (Principal, Senior and Specialist)

**Modeling Activity**

**Task:** Predict likelihood of a customer to churn or to be retained

**Input:** A row per customer containing information pertaining to behavior, services, account and demographics

**Sample Data Gathered from:**   
<https://www.ibm.com/communities/analytics/watson-analytics-blog/guide-to-sample-datasets/>

**Dataset:** Customer Support (The example from link above, but dataset is attached as zip)

"Predict behaviour to retain customers. You can analyse all relevant customer data and develop focused customer retention programs"

**The candidate should prepare a 5-10 min presentation for *business* review:**

* Describe customer behaviour
* Present predictive results
* Explain how feature importance ranking is useful information to the business

**The candidate should prepare a 5-10 min presentation for *peer* review:**

* Walk through modelling steps from beginning to end taking care to point out the following:
  + What you did in terms of feature engineering
  + Why you chose this algorithm, what would have been alternatives
  + What you did to reduce bias/variance
  + How you evaluated the model

*NOTES: What we are looking for from this presentation?*

* *Showcase your technical skills and knowledge*
* *Succinct storytelling and presentation skills*
* *Ability to clearly articulate your results and instil confidence in your audience*