**Uncovering the Reasons Behind Customer Dropout**

**Problem Definition**

Identify the reasons for the customers’ drop-out

**Context**

Many customers abandon an application before completing submissions. To understand why, we need to analyze customer interactions. Analyzing this data manually is time-consuming and prone to error. Therefore, we will build a machine learning model to categorize the customers as either successful (“Good agents”) or unsuccessful (“Bad agents”). By comparing these groups, we aim to identify the root causes of dropouts.

**Approach**

1. Analyze the data to understand why customers are dropping out
2. Use a machine learning model to understand the characteristics of the customers with successful submissions and of those who dropped out
3. Analyze the pain points in the submission and the issues of the customers who dropped out to identify the exact reason

**Solution**

1. Collect customer behavior data such as pages visited, time spent on pages, error messages, demographic information
2. Preprocess the data to handle missing values, inconsistent data and perform exploratory data analysis
3. Build a machine learning model, such as a clustering model using the unlabeled data, to categorize the data into two categories or groups, say Bad agents and Good agents
4. Identify the characteristics of the Bad agents category in particular to know the reason why they did not have a successful submission.
5. Identify the errors that the bad agents have encountered during the submission process
6. Understand the root cause or exact reason

**Flowchart**

Collect customer behavior data

Preprocess data

Build a machine learning model

Identify the characteristics of bad agents in particular

Identify the errors encountered during the submission process

Root cause or Exact reason for drop-out