**Business Demand:**

***"Identify key factors contributing to customer churn in the auto insurance company and develop a strategy to reduce churn by 15% over the next year."***

**Project Goals and Analysis Questions:**

1. **Customer Segmentation**:
   * Which customer segments have the highest churn rates? (e.g., by age, location, insurance type, or other demographics)
2. **Risk Factors**:
   * What are the common characteristics of customers who tend to terminate their policies?
   * How do claim frequency, vehicle age, or premium amounts correlate with churn?
3. **Trend Analysis**:
   * Are there specific periods, such as policy tenure or season, when churn is more likely to occur?
4. **Retention Strategies**:
   * What proactive measures could be suggested for at-risk customer segments?
   * Based on churn drivers, what type of campaigns could be designed to increase customer retention?