

# Customer Churn Prediction

## **ABSTRACT**

### **Phase 1: Project Definition and Design Thinking**

**Project Definition: The project involves using IBM Cognos to predict customer churn and identify factors influencing customer retention. The goal is to help businesses reduce customer attrition by understanding the patterns and reasons behind customers leaving. This project includes defining analysis**

**objectives, collecting customer data, designing relevant visualizations in IBM Cognos, and building a predictive model.**

Design Thinking:

Analysis Objectives:

Define the specific objectives of predicting customer churn, such as identifying potential churners and understanding the key factors contributing to churn.

Data Collection:

Determine the sources and methods for collecting customer

data, including customer demographics, usage behavior, and historical interactions.

### Visualization Strategy:

Plan how to visualize the insights using IBM Cognos, showcasing factors affecting churn and retention rates.

### Predictive Modeling:

Decide on the machine learning algorithms and features to use for predicting customer churn.