

## **Project Title: Customer Churn Prediction**

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

**Project Definition:** Customer churn is the percentage of customers that stopped using your company's product or service during a certain time frame. Dividing the number of customers you lost during that time period -- say a quarter -- by the number of customers you had at the beginning of that time period. For example, if you start your quarter with 400 customers and end with 380, your churn rate is 5% because you lost 5% of your customers. This project encompasses defining the analysis objectives, collecting website traffic data, using IBM Cognos for data visualization, and integrating Python code for advanced analysis.

#### **Design Thinking:**

- 1. Analysis Objectives:** Define the key insights you want to extract from the website traffic data, such as identifying popular pages, traffic trends, and user engagement metrics.
- 2. Data Collection:** Determine the data sources and methods for collecting website traffic data, including page views, unique visitors, referral sources, and more.
- 3. Visualization:** Plan how to visualize the insights using IBM Cognos to create meaningful dashboards and reports.
- 4. Python Integration:** Consider incorporating machine learning models to predict future traffic trends or user behavior patterns.

