# Customer\_Churn

Build a classification model to predict the current customer's churn probability.

Customer Churn Prediction for Retail Stores

This is a beginner-level data analysis project focused on predicting customer churn in retail stores. The goal is to build a classification model to identify which customers are likely to leave, helping businesses take action in advance.

## Tools Used:

-Jupyter Notebook

-Python

-numpy

-scikit-learn

## Project Overview:

-Data cleaning and preprocessing

-Feature engineering (selecting variables that affect churn)

-Building classification models (such as logistic regression and decision trees)

-Model evaluation (accuracy, confusion matrix)

-Business insights and suggestions

## Project Files:

-customer\_churn.ipynb: Main analysis notebook

-data/: Contains customer data (or simulated data)

-images/: Charts and visualizations

## The dataset used in this project is sourced from [Kaggle](https://www.kaggle.com/datasets/ankitverma2010/ecommerce-customer-churn-analysis-and-prediction?resource=download).

## About Me

Hello, my name is Guan-Chih Wang. You can call me QQ. I am preparing to change my career to become a data analyst.

I have learned the basics of Python and MySQL. I have built my portfolio and shared it on GitHub.

I continue improving my technical skills and project presentation.

I hope to work in a data-driven team where I can keep learning and use my analysis skills to create real value.

## My Projects

- [Customer Churn Prediction](https://github.com/qqmallu/customer-churn)

- [fastStorage trace](https://github.com/qqmallu/fastStorage-trace)