Project Proposal: Customer Churn

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[GitHub Repo](https://github.com/rhisehl/Customer-Churn-Model)

[Google Drive Folder (with all colab docs)](https://drive.google.com/drive/folders/1vLQERtrbVcWDDE27lp25ukbEb7T4u0q1?usp=share_link)

[Canva Project](https://www.canva.com/design/DAFkhzdMbsE/Cgt-f-q3LEL8EVBokWLgYw/edit?utm_content=DAFkhzdMbsE&utm_campaign=designshare&utm_medium=link2&utm_source=sharebutton)

### The aim of our project is to uncover patterns in customer churn. We’ll examine the relationships between churn and a variety of factors including demographics, purchase data, and usage preferences.

## Type of data: Retail

## Questions for data: What factors are indicative of customers who will churn? What could potentially be done to stop that churn (ie what factors of the churn are manageable by the business model)?

## Data sources: <https://www.kaggle.com/datasets/ankitverma2010/ecommerce-customer-churn-analysis-and-prediction>

<https://www.openintro.org/data/index.php?data=census>

## Project Requirements:

Find problem worth solving/analyzing/visualizing

-use e-commerce data and build MLA to advise business on factors affecting churn

Use ML with techniques we’ve learned

Use Scikit-Learn and/or other ML library

At least 100 records in dataset

Must use two of the following:

**Pandas**, Matplotlib, Amazon AWS, **Tableau** ~~HTML/CSS/Bootstrap, JS.Plotly, JS.Leaflet, SQL, MongoDB, Google Cloud SQL,~~