Churn Prediction

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| **Summary** | To predict the number of churns |
| **URL** | <https://github.com/ikatsov/tensor-house/blob/master/promotions/churn-prediction-lstm.ipynb>  <https://github.com/ikatsov/tensor-house-data/tree/master/promotions/churn-media-data>  <https://scholar.harvard.edu/hadi/chData> |
| **Tools** | Jupyter Notebook |

[Churn Prediction](#_ok7k5uux6)

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The following was executed:

<https://colab.research.google.com/drive/1CPrE10S8_qZYeJ77wVw1dXLo8RITYSUL?usp=sharing>

# 3 Lesson Learned

* Learnt how the LightGBM Model works but LSTM outperforms LightGBM
* How feature importance plays a role in prediction of target variable was learnt from the churn prediction.
* Learnt how to study feature importance and ROC graphs which are built inside the LightGBM model.