DATA ANALYTICS USING COGNOS – GROUP 3

TITLE: CUSTOMER CHURN PREDICTION

PROJECT DEFINITION:

Customer churn prediction involves developing models to forecast which customers are likely to leave a service or product. The project analyzes historical data, identifies relevant features, and employs machine learning algorithms to create a predictive model. The goal is to enable proactive retention strategies and enhance customer satisfaction. This project involves using IBM Cognos to identify factors influencing customer retention and relevant visualization Analysis.

DESIGN THINKING:

1. Objectives:

The specific objective of predicting customer churn is to acknowledge the organization of the churners to enhance their business strategies and make decisions based on it.

2. Data collection:

The data is collected based on the customer streaming time, The total charges, Device Protection, Online security, Online backup, etc., to determine whether the customer churns or not

3. Visualization strategy:

To convey the churn rates of the customer with clarity, it will employ various visualization techniques from IBM such as pie charts or combo charts, ensuring that the chosen methods are well-suited to the specific aspects of the data being portrayed.

4. Predictive Modelling:

The Machine Learning algorithm we use for this predictive modeling is the Random Forest Algorithm to predict customer churning using the key features.