**Churn Prediction Using Decision Tree Algorithm**

Project link

<https://colab.research.google.com/drive/1E9yC6VMnell74zEZlPNxBaFoClAKDxmu#scrollTo=_bAjRQdY7PJ4>

Introduction

This document shows algorithm used to predict behaviour to retain customers. Focus is to predict customer behaviour based on previous customer data. The raw data contains 7043 rows (customers) and 21 columns (features). The “Churn” column is target. Data is available in <https://www.kaggle.com/blastchar/telco-customer-churn>.

Implementation

Before actual implementation exploratory data analysis done on the data set. As a part of pre-processing implemented categorical string data to one hot encoded numeric data.

Steps -1: Dictionary preparation is done for each column

Steps -2: Fed this dictionary to onehotencoder class , return column data frame with encoded numeric data

Need to update Link : <https://colab.research.google.com/drive/1E9yC6VMnell74zEZlPNxBaFoClAKDxmu#scrollTo=6P_9KzxsU6g5>