**Business Understanding:**

* Retain existing customers and reduce the customer churn within the next 3 months.
* We need to know the main factors causing customers to leave and how we can prevent it.
* Main needs:
  + Reduction in churn rate
  + increase in customer retention rate

**Data Understanding:**

* Analyze the Dataset which includes:
  + Customer information: Demographics, account details, services used, and churn status

**Data Preparation:**

Cleaning: Handle missing values, remove duplicates, and correct mistakes to improve the performance of the model and the quality of the data

**Modeling:**

* Choose model
* Train the model with the dataset to predict churn

**Evaluation:**

* Evaluate model performance.
* Compare multiple models to select the best one.

**Deployment:**

* + Implementing the model and maintain it.
  + Continuously track the model’s performance.
  + Collect feedback.