Mode Development:

1. Cluster Centroid to reduce the number of the points.
2. Metrics: Jennen Shannon Divergence between the random sample and cluster centroid method.
3. Churn rate=cancellations/active customer in period of time
4. Churn model for Verizon:

* Cancellation of travel plan that was in autopay(Main service)
* Voluntary removal of service
* Data plan addon
* Credit card cancellation