**ANALYSIS OBJECTIVES**

Identify microtrends and subtle patterns that humans can easily miss

* Scale data analysis across thousands or millions of data points simultaneously
* Standardize churn prediction factors and apply them consistently to all customers with less risk of bias and human error
* Reduce resource expenditure on manual and repetitive data analysis work
* Forecast revenue for the year and develop strategies for retaining high-risk customers

**STEPS TO PROCESS AND CLEAN THE DATA TO ENSURE QUALITY AND ACCURACY**

1. **Data Cleaning**: This step involves removing or correcting any errors, inconsistencies, or inaccuracies in the data. It also includes handling missing data, outliers, and duplicates. This step is crucial as it ensures that the data is reliable and can be used for analysis.
2. **Data Transformation**: This step involves converting the data into a format that is suitable for analysis. It includes tasks such as normalization, aggregation, and feature engineering. This step helps to improve the quality of the data and makes it easier to analyze.
3. **Data Integration**: This step involves combining data from multiple sources into a single dataset. It includes tasks such as matching, merging, and joining datasets. This step helps to improve the completeness of the data and provides a more comprehensive view of the problem.
4. **Data Verification**: This step involves verifying the accuracy and completeness of the data after processing. It includes tasks such as cross-checking, validation, and testing. This step helps to ensure that the processed data is accurate and reliable.
5. **Data Documentation**: This step involves documenting the entire process of data processing, including all the steps taken and decisions made. It helps to ensure that the process is transparent and reproducible.

