Customer Churn Prediction

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Can we predict if a customer will churn?

The Hypothesis

Null Hypothesis

Customer data does not imply if the customer will churn

Hypothesis

Using ML with customer data we will be able to predict if the customer will churn
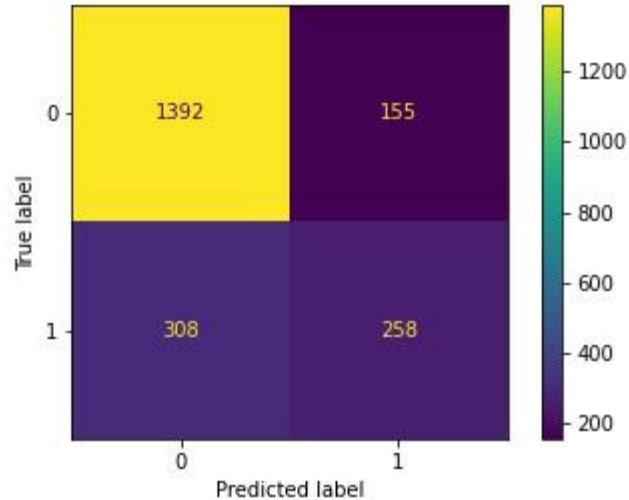
Strategic Impact

Deploying a accurate ML model will give the company a better understanding which type of customers they need to aim for in the future
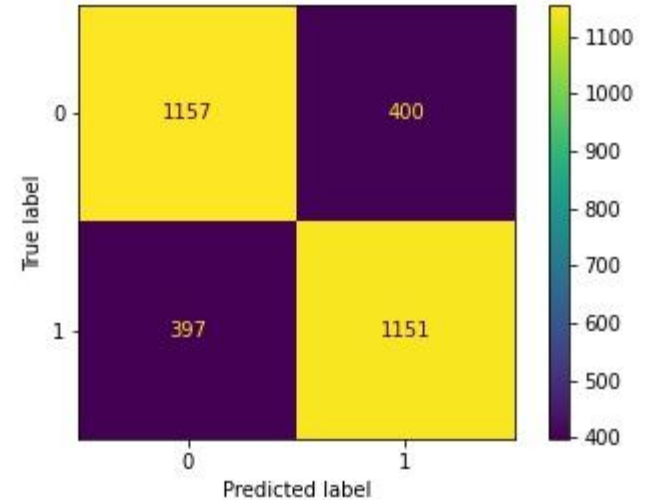
The accuracy of the model

Using the data we have

After oversampling the minority class of the target label

Possible improvements:

- Collecting more data to improve model accuracy
- Exploratory Data Analysis for better understanding of data
- Data Cleaning
- Data Wrangling
- Trying different types of normalization