Course Notes Part 1--Setup

In this project, we use supervised learning to identify customers who are likely to churn in the future. Futhermore, we will analyze the top factors that influence user retention.

Bank Customer Churn Prediction

And for different companies, they define the term churn differently, so first we have to know the definition of churn:
Here in this context: For an account, if the user had cash flow before in this account, and at some point stopped using.

Set up google environment/Data collection

Read data as a Pandas DataFrame object that you can manipulate:

```
import pandas as pd
import numpy as np

# 1) Place your data file in the same directory as your Python script
(or provide an absolute/path).

# 2) Simply read the CSV file using pandas:


dataframe = pd.read_csv('bank.data.csv')
# Now 'dataframe' is a Pandas DataFrame object that you can manipulate:
print(dataframe.head())

# If you need to do numeric computations, you can either work directly
with the DataFrame,
# or you can convert columns to NumPy arrays:
array_data = dataframe.values  # returns a NumPy array of the entire
DataFrame
print(array_data)
```