

PREFACE

This report was written as part of my master's research in data science and spatial analytics. The report is being written with the goal of including all of the facts about the project that I completed.

Customer churn is a major problem and one of the biggest problems for large firms. Companies are developing techniques to predict likely client turnover since it directly affects their earnings, especially in the telecom industry. It is essential to pinpoint the factors contributing to client churn in order to reduce it.

The most important outcome of our research is the development of a churn prediction model that aids telecom providers in identifying customers who are most likely to suffer turnover. The model used in this work uses machine learning techniques on a huge data platform to produce a fresh approach to feature creation and selection..