Customer Churn Prediction in Telecom

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Abstract: *Nowadays, customer churn analysis and prediction have become crucial in the telecom sector as telecommunication companies need to analyses customer behaviours to identify those who are likely to unsubscribe from their services. Therefore, machine learning techniques and algorithms play a vital role in today's business landscape, as the cost of acquiring new customers outweighs retaining existing ones. This project aims to utilize different machine learning techniques, including KNN, Logistic Regression, Random Forest, and SVM, to predict customer churn and compare the performance of these classification models.*

Keywords: churn , customer ,Random forest, machine learning

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