Python and Spark

- You did such a great job on the previous consulting project that word is starting to spread about your abilities!

- You've been contacted by a top marketing agency to help them out with customer churn!

Python and Spark

You just landed in New York City!

Python and Spark

You need to help out a marketing agency predict customer churn!

Python and Spark

- A marketing agency has many customers that use their service to produce ads for the client/customer websites.

- They've noticed that they have quite a bit of churn in clients

- They currently randomly assign account managers , but want you to create a machine learning model that will help predict which customers will churn (stop buying their service) so that they can correctly assign the customers most at risk to churn an account manager.

Python and Spark

- Luckily they have some historical data, can you help them out?

- Create a classification algorithm that will help classify whether or not a customer churned.

- Then the company can test this against incoming data for future customers to predict which customers will churn and assign them an account manager.

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- The data is under customer_churn.csv

- Let's quickly go over the data and what your main task is.

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- Name   :   Name of the latest contact at Company

- Age   :   Customer Age

- Total_Purchase   :   Total Ads Purchased

- Account_Manager   :   Binary 0=No manager, 1= Account manager assigned

- Years   :   Total Years as a customer

- Num_sites   :   Number of websites that use the service.

- Onboard_date   :   Date that the name of the latest contact was onboarded

- Location   :   Client HQ Address

- Company   :   Name of Client Company

- Churn   :   0 or 1 indicating whether customer has churned.

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- Your goal is to create a model that can predict whether a customer will churn (0 or 1) based off the features.

- Remember that the account manager is currently randomly assigned!

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- As always, treat this consulting project as a loosely guided exercise, or skip ahead and treat it as a code along project!

- Best of luck!