



Churn Detection Modeling

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PROBLEM

Determine main drivers leading customers not to renew and predict customers that will not renew based on features used, interactions, time spent in the software, so that the company can proactively engage with customers to increase the likelihood of renewal.

GOALS

The Churn Detection Modeling project main goal was to create and implement various data models that would have determine and identify main drivers leading customers not to renew and predict customers that will not renew. This tool would help identify customers with less likelihood to renew their subscription services, and proactively engage with customers to increase the likelihood of renewal

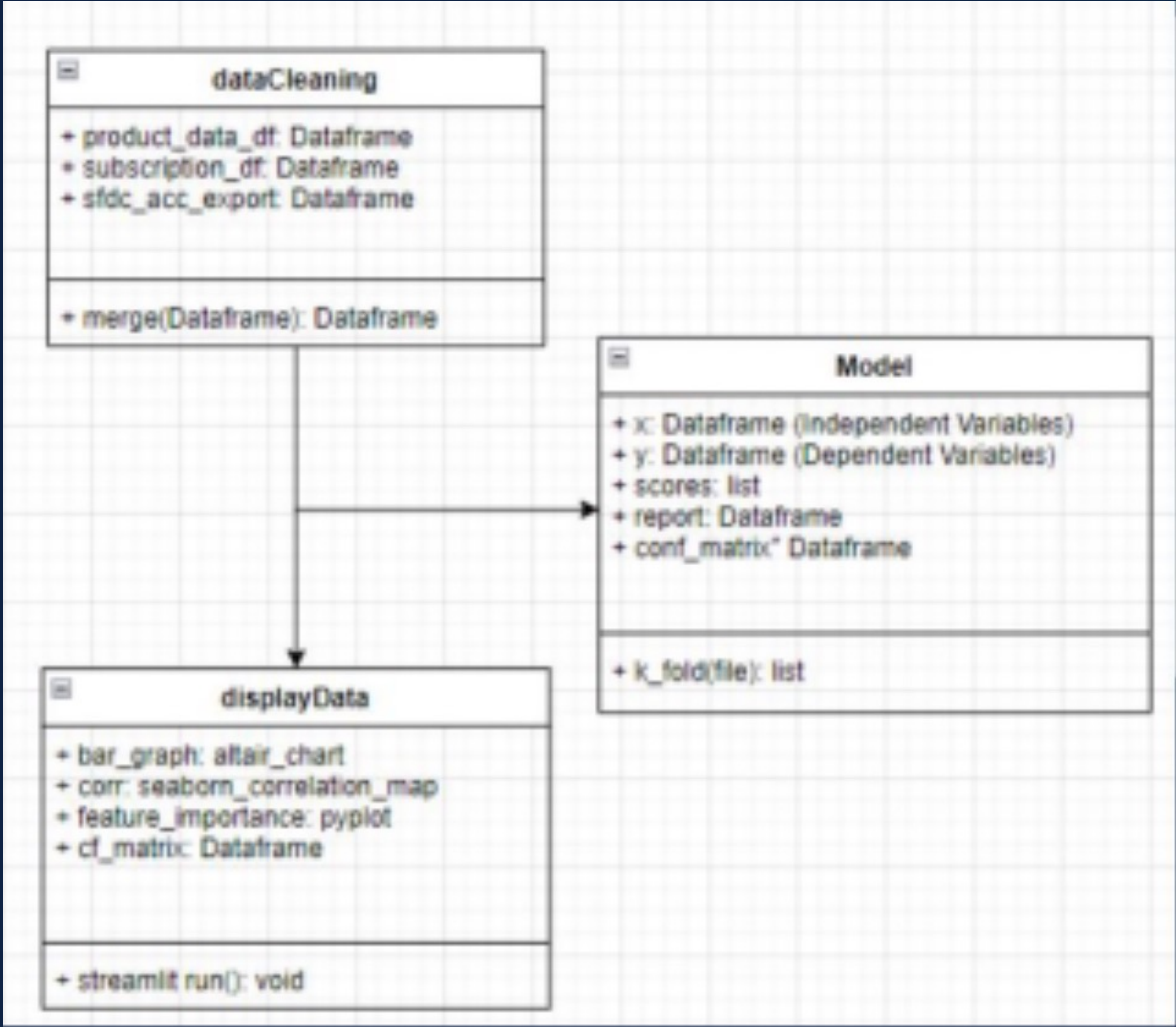
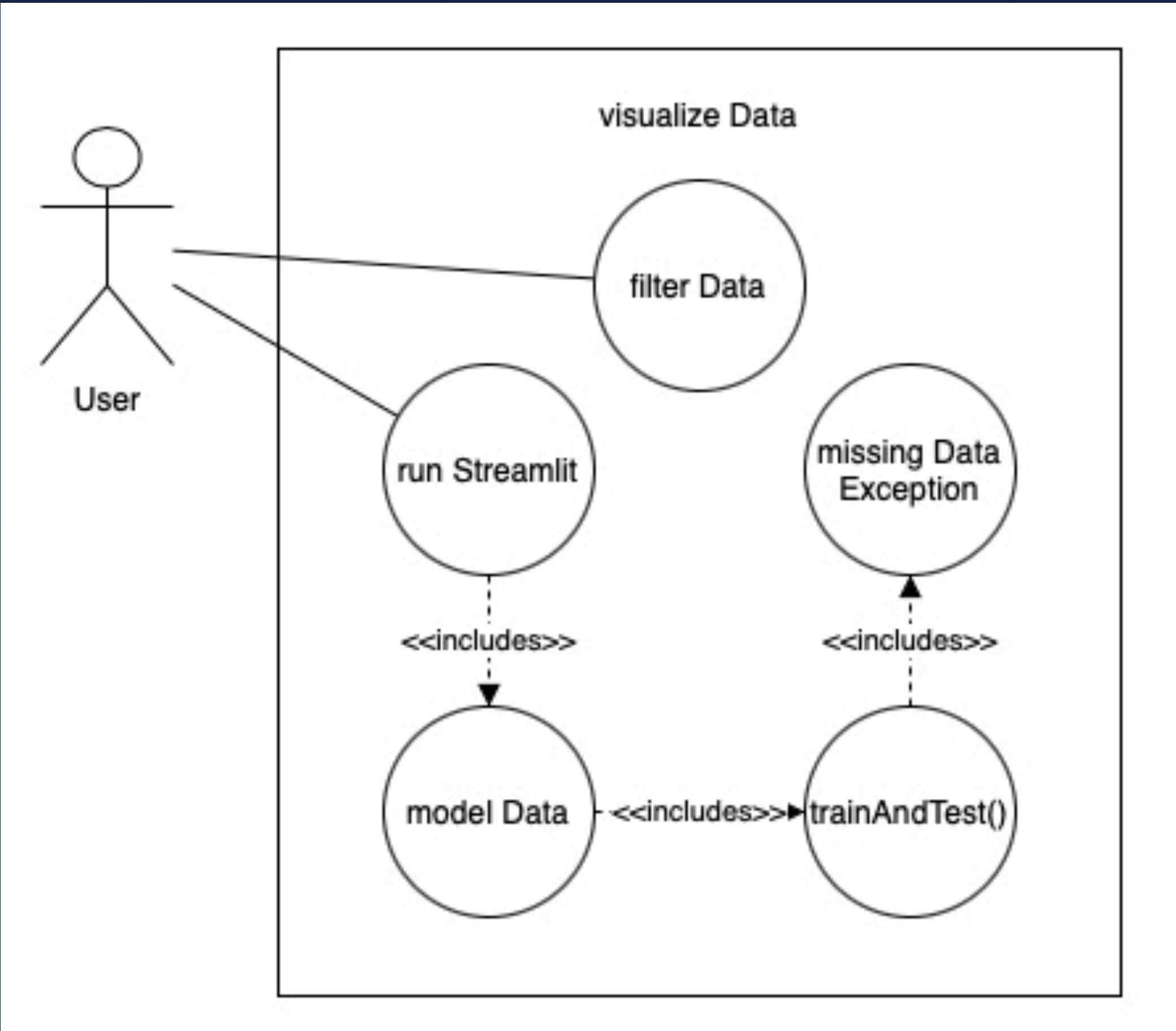
REQUIREMENTS

- Create a data model to identify main drivers leading customers not to renew their subscription
- Clean the set of data provided by product owner
- Combine two data sets into one data set.
- Create an UI to display results of data model
- Create charts to display results more clearly

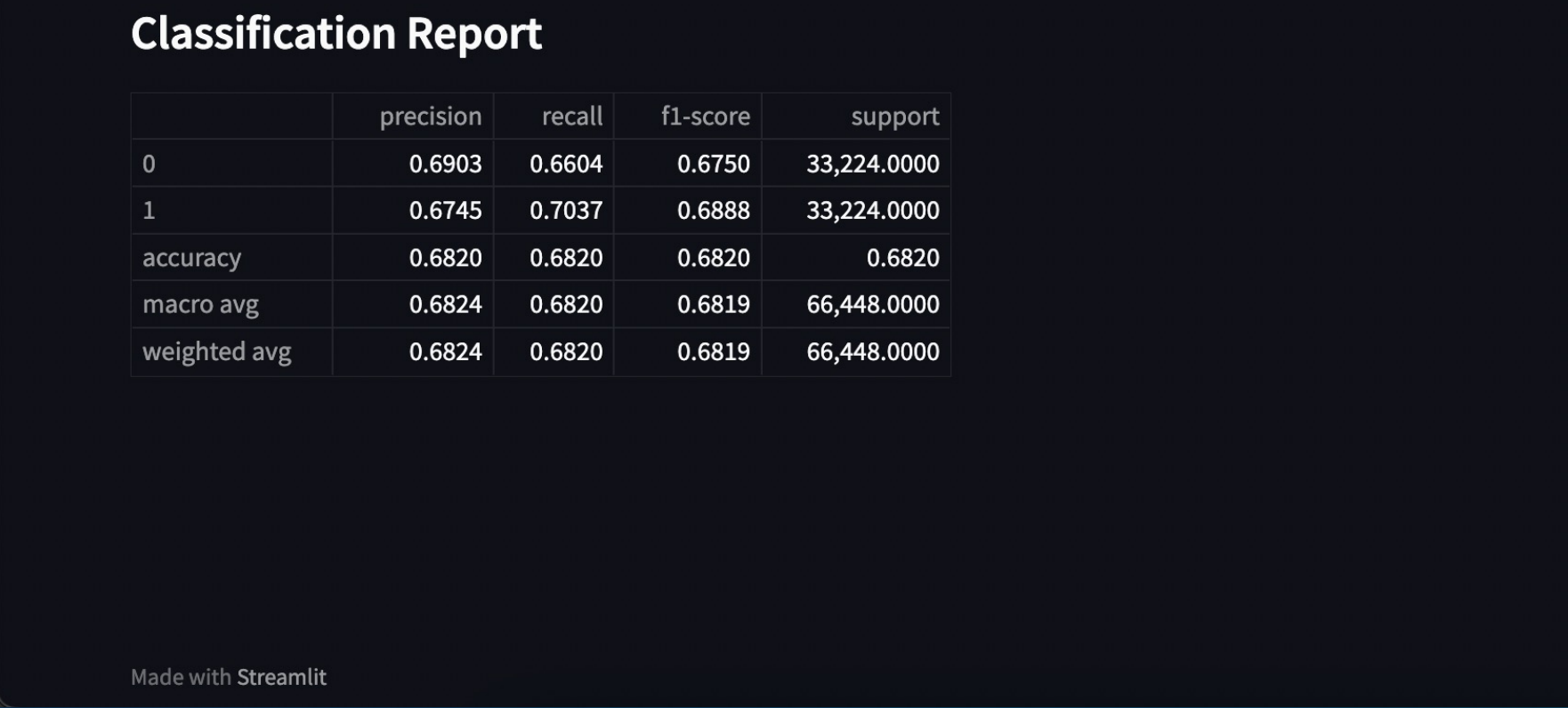
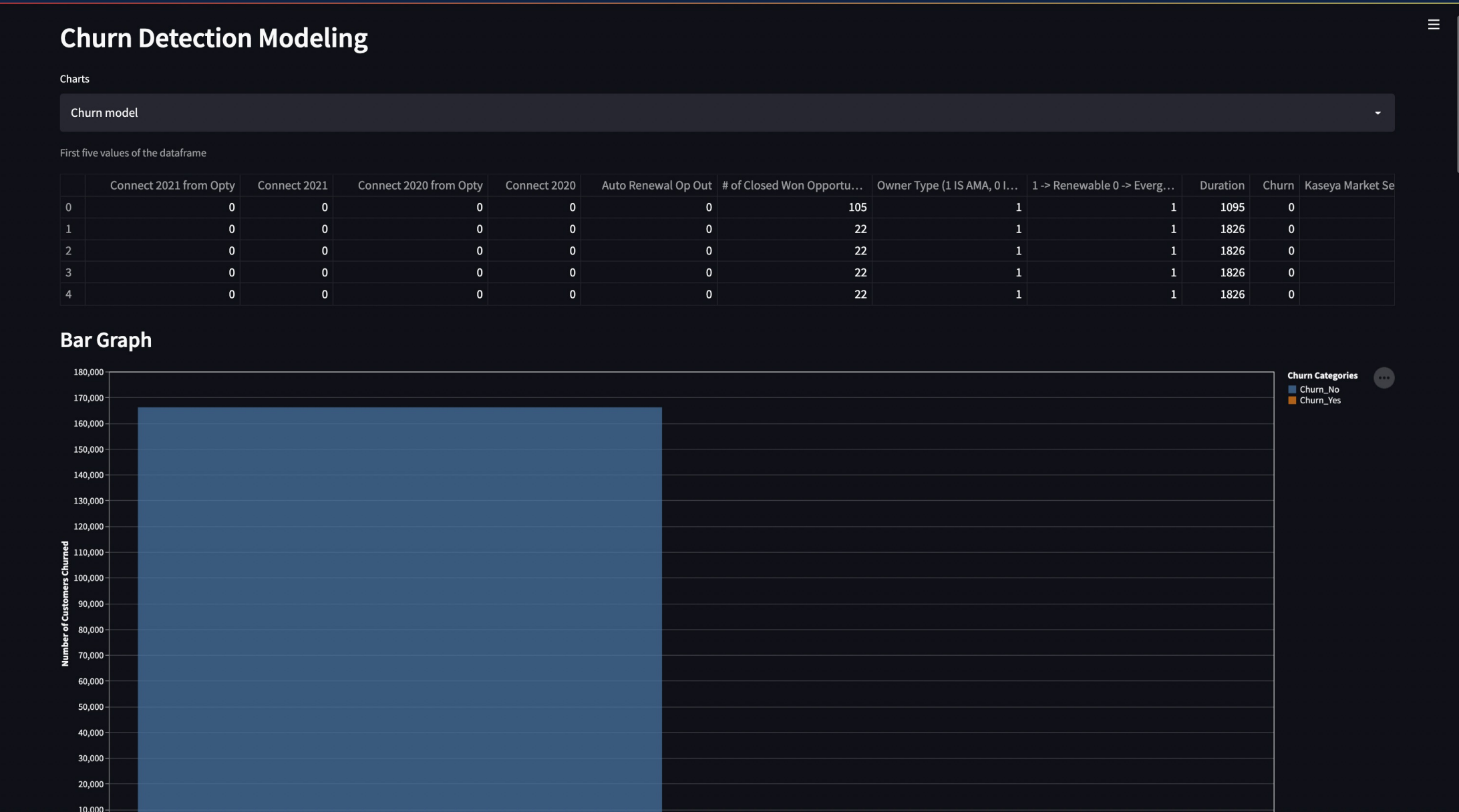
SUMMARY

Assisted in the development of UI using streamlit API
Assisted in the process of Cleaning the data provided by Product owner

OBJECT DESIGN



SCREENSHOTS



IMPLEMENTATION



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ACKNOWLEDGEMENT

The material presented in this poster is based upon the work supported by XXXXX (name of the project sponsor: federal, state or local government, or corporate partners, where applicable). We/I thank XXXX for his/her/their assistance and mentorship that I/we received throughout the senior design project.