

# SmartSoC Case Study



# Customer Churn Prediction

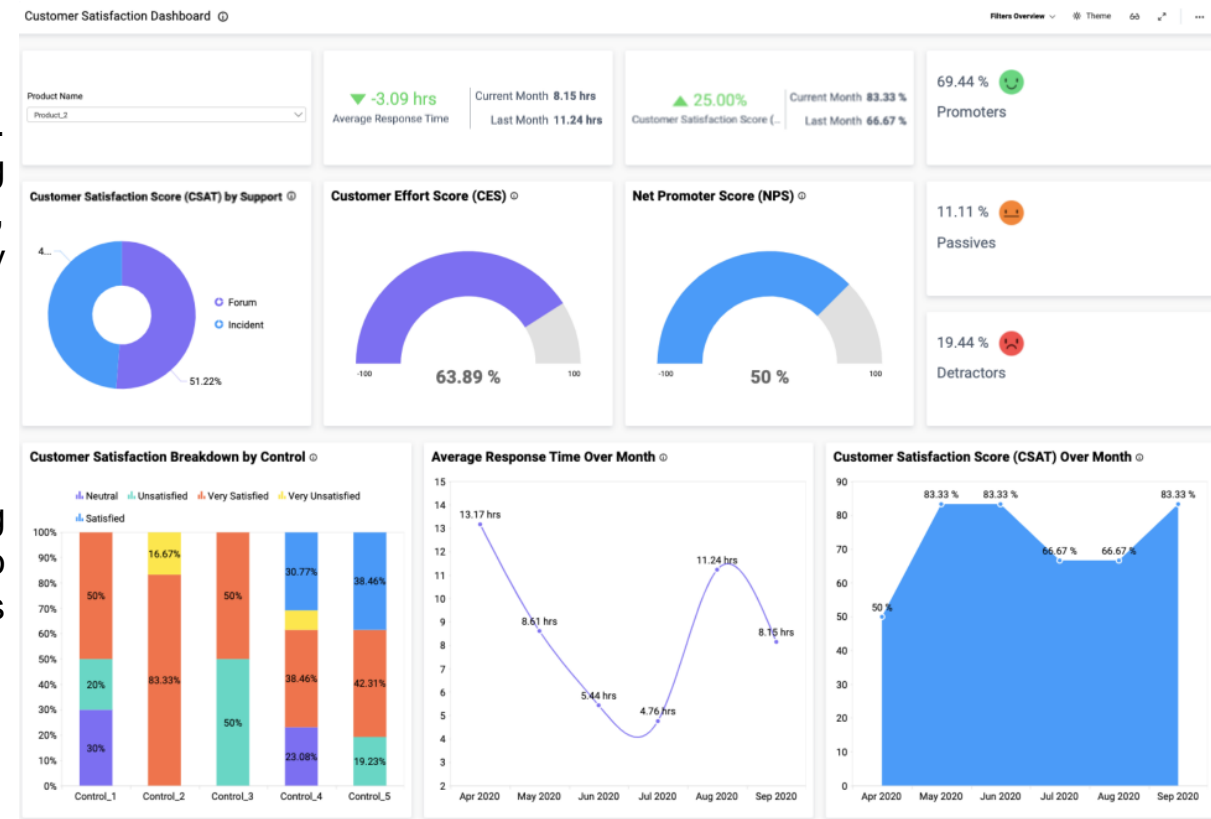
Client is a globally leading Electronics Retailer

## Business Challenge:

An electronics retailer was facing a challenge with customer retention. Despite acquiring new customers regularly, a significant number of existing customers were leaving, leading to a high churn rate. To address this issue, the retailer aimed to develop a customer churn prediction model to identify customers at risk of leaving and take proactive measures to retain them.

## Solution:

The primary objective of this project was to develop a machine learning model that could predict customer churn. By identifying the customers who are likely to churn, the retailer can implement targeted marketing strategies and personalized offers to retain these customers.



# Thank You

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