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# Customer Churn Analysis

Which customers are expected to churn or leave the company?

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# What type of customers are expected churn or leave the company

- Last 3 years of customers data was taken and Recency feature was also considered which told us when was the last transaction of customers.
  - We see that there is no strong relationship of customer's feature with Recency which means though we saw a mild different behaviour of features but the confidence of relationship is low.
  - Graduate customers are the ones who are most probable to churn among other education status.
  - Lower income group and also customers who purchases less are more probable to churn.
  - Customers who have 2 or 3 kids at home and higher age group are inclined towards churning.
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