Question/need:

- What is the framing question of your analysis, or the purpose of the model/system you plan to build?

- To predict who is gonna get churned, so the bank can proactively go to the customer to provide them better services and turn customers' decisions in the opposite direction.

- Who benefits from exploring this question or building this model/system?
  - The bank sector.

Data Description:

- What dataset(s) do you plan to use, and how will you obtain the data?
  - Credit Card customers - Predict Churning customers.
  - From Kaggle.com

- What is an individual sample/unit of analysis in this project? What characteristics/features do you expect to work with?

CLIENTNUM	Client number. Unique identifier for the customer holding the account
Attrition_Flag	Internal event (customer activity) variable - if the account is closed then 1 else 0
Customer_Age	Demographic variable - Customer's Age in Years
Gender	Demographic variable - M=Male, F=Female
Dependent_count	Demographic variable - Number of dependents
Education_Level	Demographic variable - Educational Qualification of the account holder (example: high school, college graduate, etc.)
Marital_Status	Demographic variable - Married, Single, Divorced, Unknown

Income_Category	Demographic variable - Annual Income Category of the account holder (< $40K, $40K - 60K, $60K - $80K, $80K-$120K, > $120K, Unknown)
Card_Category	Product Variable - Type of Card (Blue, Silver, Gold, Platinum)
Months_on_book	Period of relationship with bank

- If modeling, what will you predict as your target?

To predict whether the customer is going to churn.

Tools:

- How do you intend to meet the tools requirement of the project?
  - Numpy and Pandas for data manipulation
  - Matplotlib and Seaborn for visualizations
  - Scikit-learn for modeling

    - Classification

- Are you planning in advance to need or use additional tools beyond those required?
  - Maybe in the future for development