**About Dataset**

**RowNumber**—corresponds to the record (row) number and has no effect on the output.  
**CustomerId**—contains random values and has no effect on customer leaving the bank.  
**Surname**—the surname of a customer has no impact on their decision to leave the bank.  
**CreditScore**—can have an effect on customer churn, since a customer with a higher credit score is less likely to leave the bank.  
**Geography**—a customer’s location can affect their decision to leave the bank.  
**Gender**—it’s interesting to explore whether gender plays a role in a customer leaving the bank.  
**Age**—this is certainly relevant, since older customers are less likely to leave their bank than younger ones.  
**Tenure**—refers to the number of years that the customer has been a client of the bank. Normally, older clients are more loyal and less likely to leave a bank.  
**Balance**—also a very good indicator of customer churn, as people with a higher balance in their accounts are less likely to leave the bank compared to those with lower balances.  
**NumOfProducts**—refers to the number of products that a customer has purchased through the bank.  
**HasCrCard**—denotes whether or not a customer has a credit card. This column is also relevant, since people with a credit card are less likely to leave the bank.  
**IsActiveMember**—active customers are less likely to leave the bank.  
**EstimatedSalary**—as with balance, people with lower salaries are more likely to leave the bank compared to those with higher salaries.  
**Exited**—whether or not the customer left the bank.  
**Complain**—customer has complaint or not.  
**Satisfaction Score**—Score provided by the customer for their complaint resolution.  
**Card Type**—type of card hold by the customer.  
**Points Earned**—the points earned by the customer for using credit card.

Acknowledgements

As we know, it is much more expensive to sign in a new client than keeping an existing one.

It is advantageous for banks to know what leads a client towards the decision to leave the company.

Churn prevention allows companies to develop loyalty programs and retention campaigns to keep as many customers as possible.