**Royal Bank of Canada**

***What we must do:***

Analyze the data to show the insights on the customer churn and their percentage using different resources of data.

Check the total number of customers who are leaving in the following years.

***What we have:***

* **Customer ID**- It’s a unique value of each customer.
* **Name**- The name of the customer.
* **Geographical location**- A customer’s location, which might affect them to leave the bank.
* **Gender**- Sometimes gender plays a vital role in a bank account.
* **Age**- Old customers are less likely to leave the bank, but younger ones can.
* **Balance**- It indicates the growth of a bank, and customers with high volume are less likely to leave the bank.
* **Credit Card**- A credit card holder and non-credit card holder, which are indicated as 1 and 0.
* **Active and non-active member**- Active members are less likely to leave than inactive, which represented as 1 and 0.
* **Date of Joining**- When the customer joined the bank.
* **Exited**- Customers who have left the bank and are retained, which represented as 1 and 0.
* **Salary**- A lower salary customers are more likely to leave the bank than with higher salary customers.
* **Credit Score**- It can effect on customer churn, it fluctuates time to time, a customer with higher credit score is less likely to leave the bank, and vice versa.

Scores are as follows-

* Excellent: 800-850
* Very Good: 740-799
* Good: 670-739
* Fair: 580-669
* Poor: 300-579

***Data Collection:***

Data related to the Bank customer and associated details.

* ActiveCustomer
* Bank\_Churn
* CreditCard
* CustomerInfo
* ExitCustomer
* Gender
* Geography