# Churn model, a logistic approach

Presentation by:

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## Business problem

# ML problem

client stays

**?**

client stays

Classification
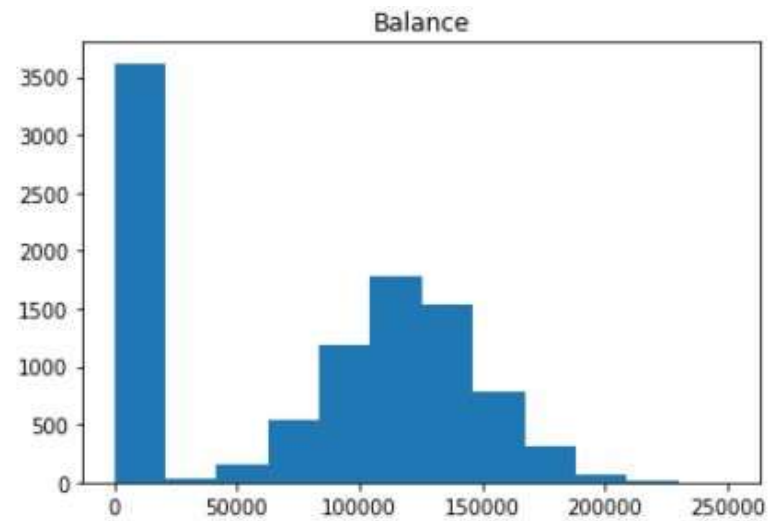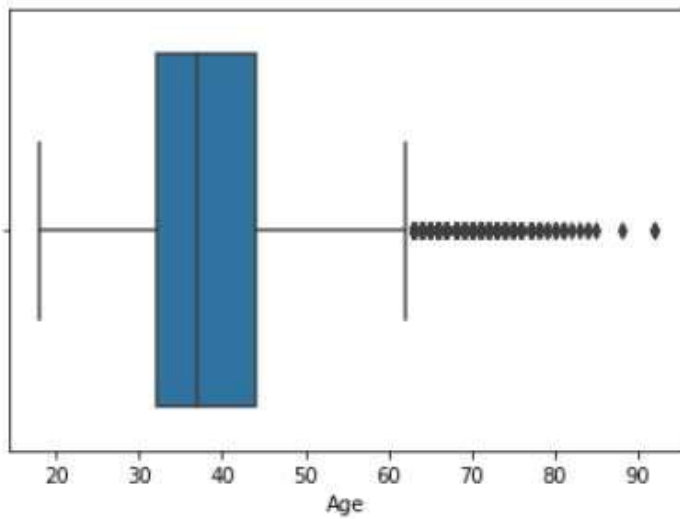
Logistic Regression

## Data
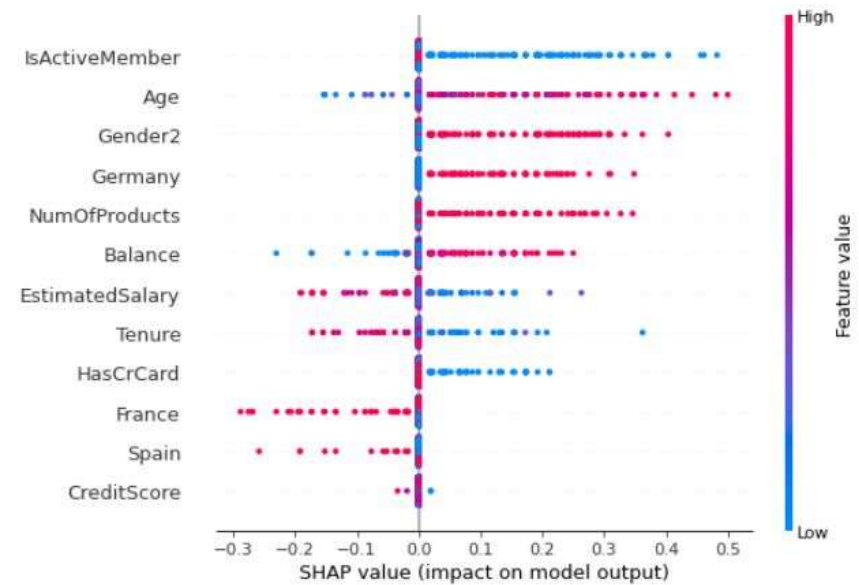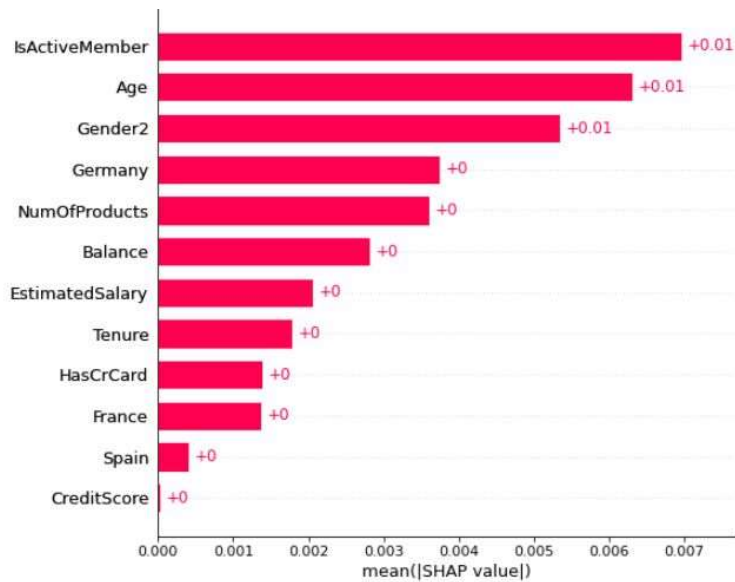


**10000 records**

**Features**

- CustomerId
- Surname
- CreditScore
- Geography
- Gender
- Age
- Tenure
- Balance
- NumOfProducts
- HasCrCard
- IsActiveMember
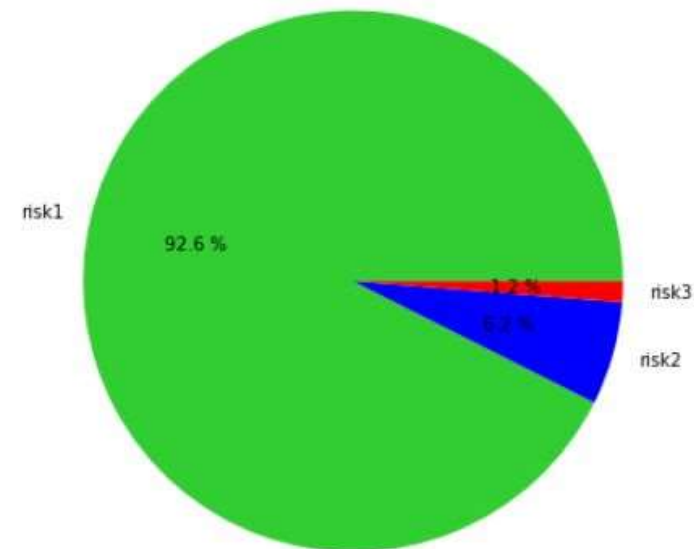- EstimatedSalary
- Exited

# EDA

# Results

**Accuracy: 81%**

# Business contingency plan

| Risk | | | |
|---|---|---|---|
| | Risk level | Number | OddsRatio |
| 0 | risk1 | 75 | 1<=OR<=2 |
| 1 | risk2 | 5 | 2<OR<=3 |
| 2 | risk3 | 1 | OR>3 |

# Conclusions

1. The 3 most important variables are:
   - Active member
   - Age
   - Gender

2. The segmentation of customers at risk of leaving is important to create retention strategies for each group

3. Apparently there is no minimum balance charge, since there are several clients in 0, if the bank imposes a minimum balance fee, the clients will tend to leave.

# Thanks for

# your attention