

Data Collection

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“What customer segments are more likely to churn balances in the next quarter by at least 50% considering current quarter?”



Data Sources

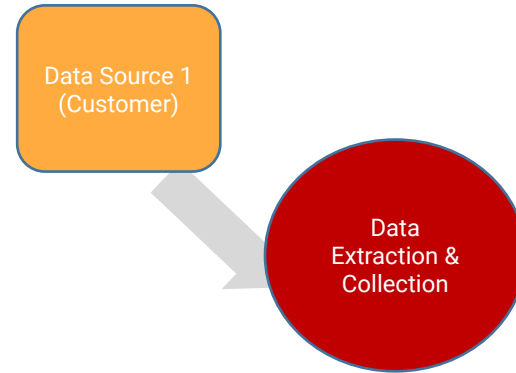
We collect data from different databases of the Bank



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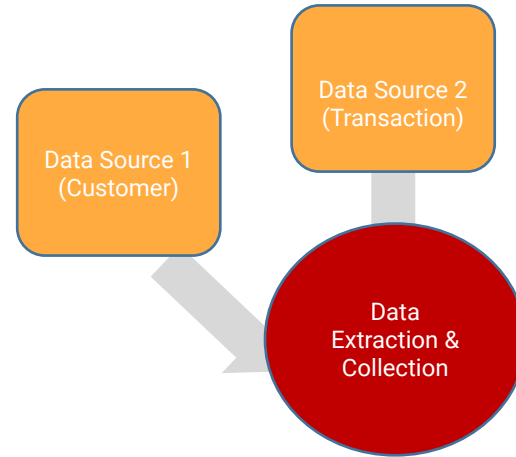
- Customer Demographics



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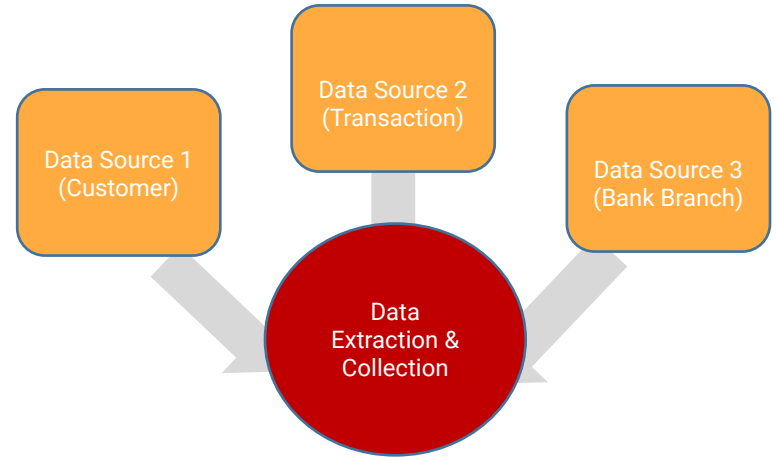
- Customer Demographics
- Transaction Data



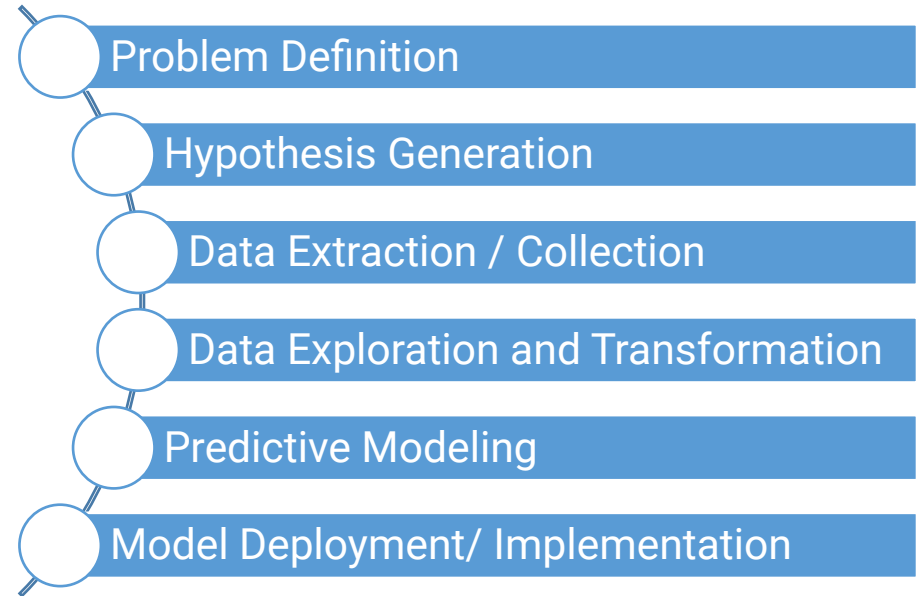
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- Customer Demographics
- Transaction Data
- Bank Branch Data



Next Steps



Thank You!