

Performing Hypothesis Generation

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

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Demographics



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Demographics



Behavior



Performing Hypothesis Generation

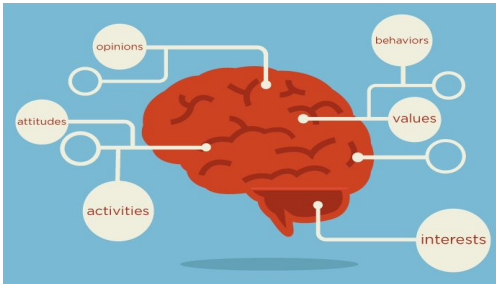
Demographics



Behavior



Psychographic



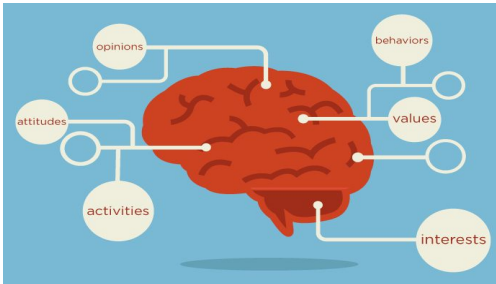
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Demographics

- Are females less likely to churn than males?
- Are young customers more likely to churn?
- Are customers located in Tier-1 cities more likely to churn?
- Are married people less likely to churn?

Behavior



Psychographic

Performing Hypothesis Generation

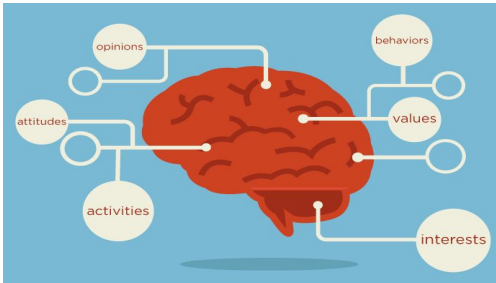


Demographics

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Behavior

- Are vintage customers less likely to churn?
- Are customers with higher average balance less likely to churn?
- Are customers dropping monthly balance high likely to churn?
- Customers with dependent are less likely to attrite?



Psychographic

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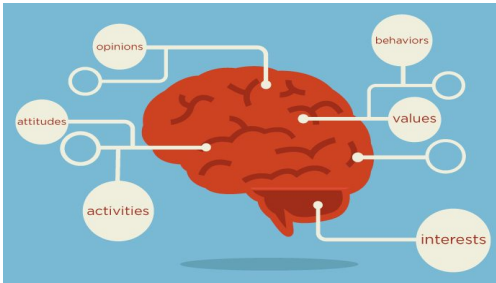


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Psychographic

- Do customers who spend on travel more likely to churn?
- Do customers that have interest in sports more likely to churn?
- Do customers who go to movies often high likely to churn?

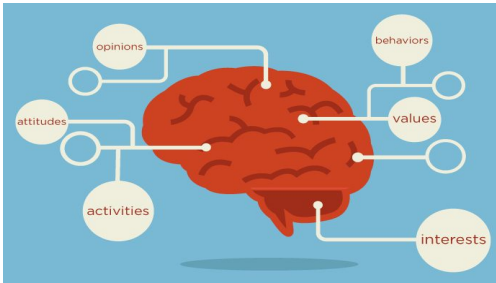
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Demographics

- Are customers with graduate degree less likely to churn?
- Are customers in lower income bracket more likely to churn?
- Are homeowners (property holders less likely to churn?
- Are customers with no property more likely to churn?

Behavior



Psychographic

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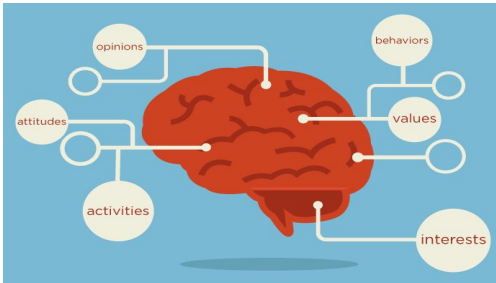


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Behavior

- Are customers who recently unfollowed us on Social media more likely to churn?
- Are customers who closed a business loan prematurely more likely to churn?



Psychographic

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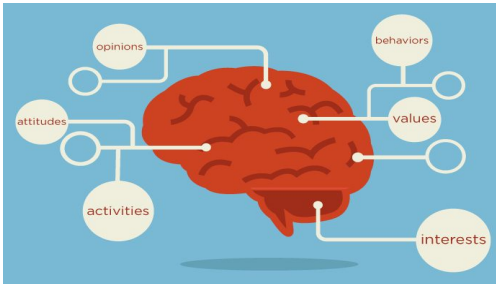


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Psychographic

- Are customers that are passive shoppers more likely to churn?
- Are customers who switch jobs frequently more likely to churn?
- Customers who are avid gamers more likely to churn?

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Other Factors

- Customers getting low rate of interest in fixed deposit compared to competitor banks are more likely to churn?
- Customers incurring a high rate of interest in education loan compared to competitor bank are more likely to churn.
- Customers getting a low rate of interest in recurring deposit compared to competitor banks are more likely to churn



Thank You!