

Introduction to Bivariate Analysis

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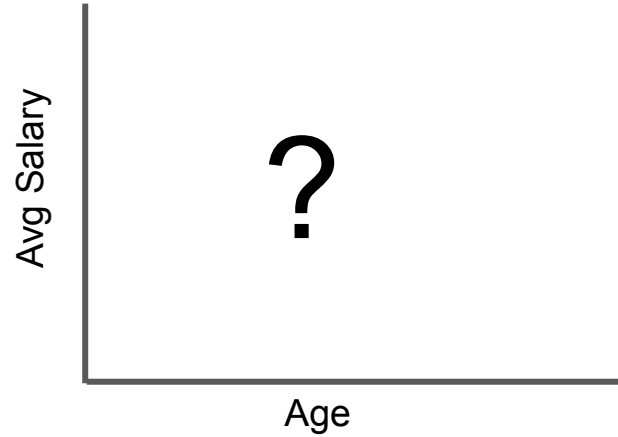


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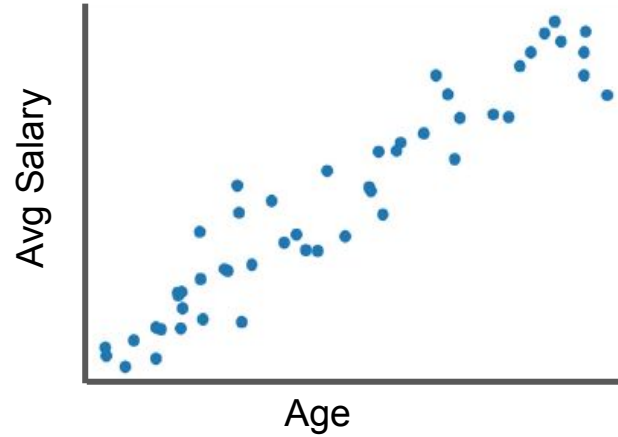
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- Relation between two variables

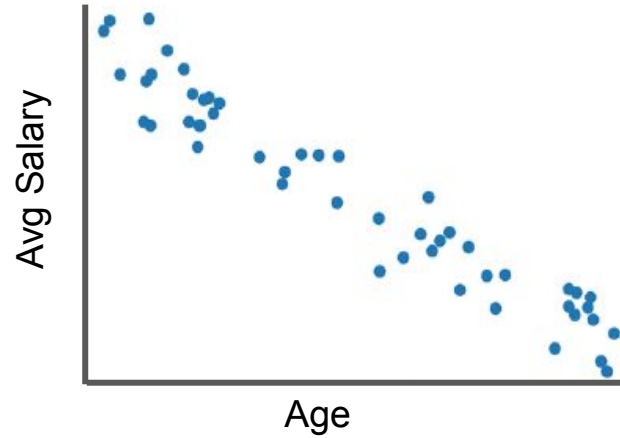
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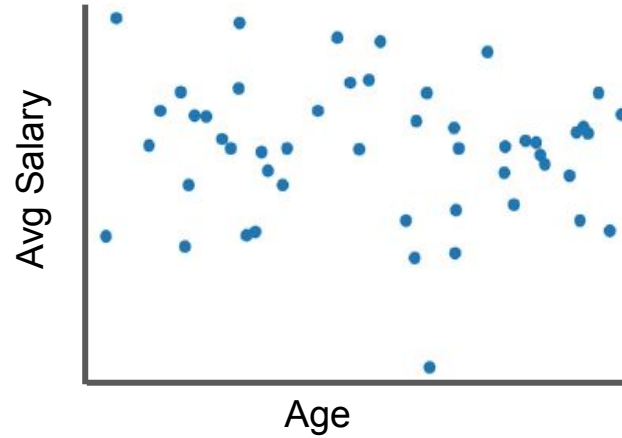
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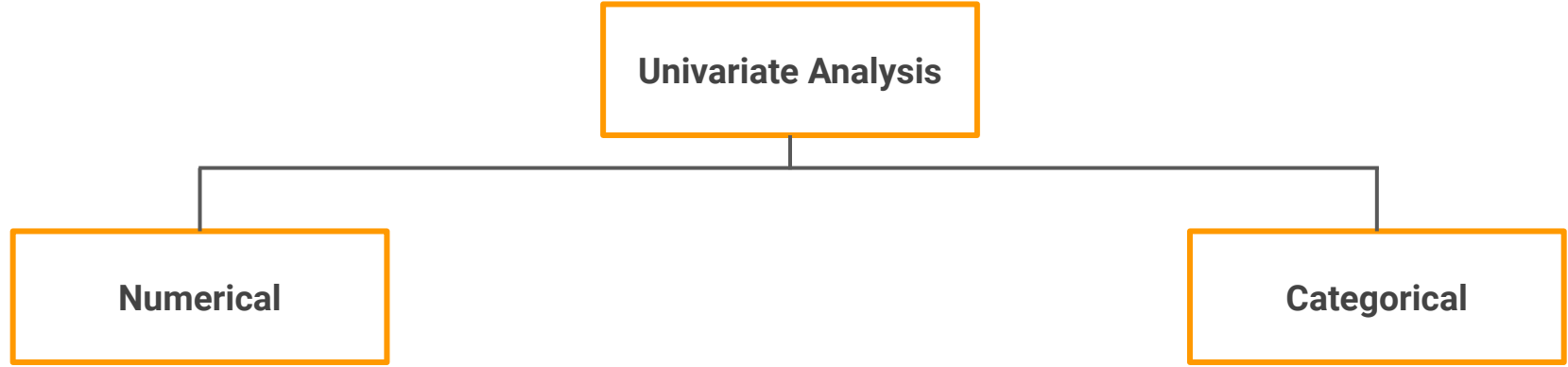
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- Relation between two variables
- Hypothesis evaluation

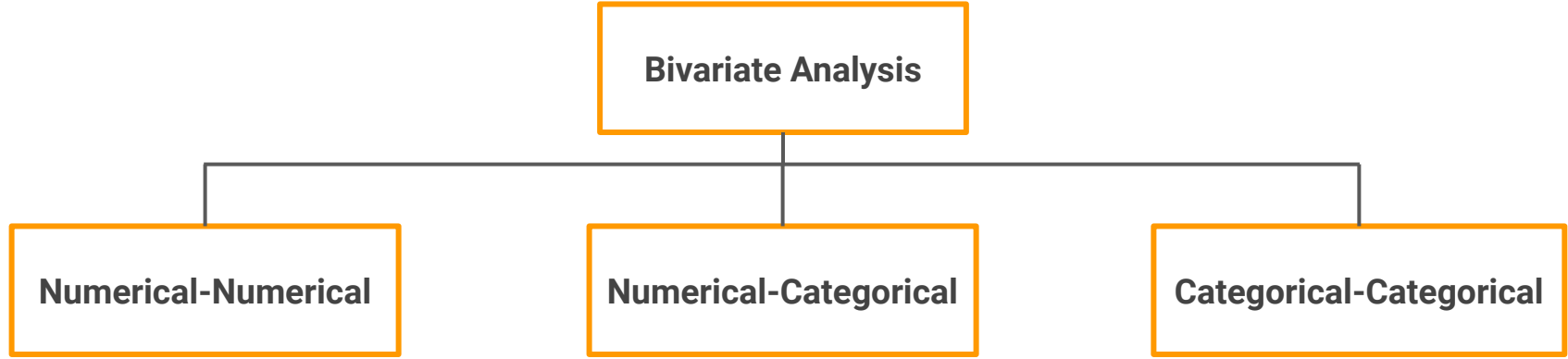
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- Relation between two variables
- Hypothesis evaluation
- Ideas for feature engineering and feature selection

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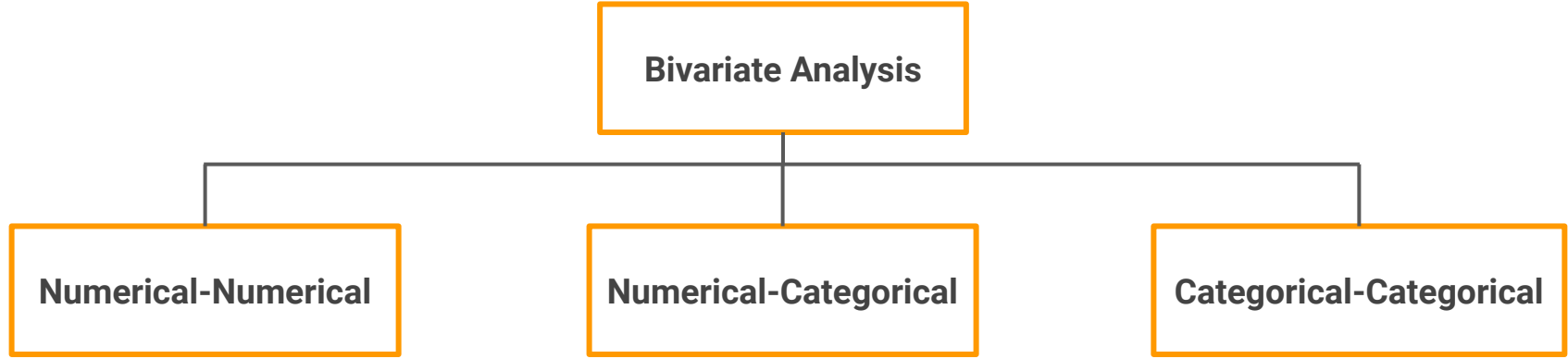


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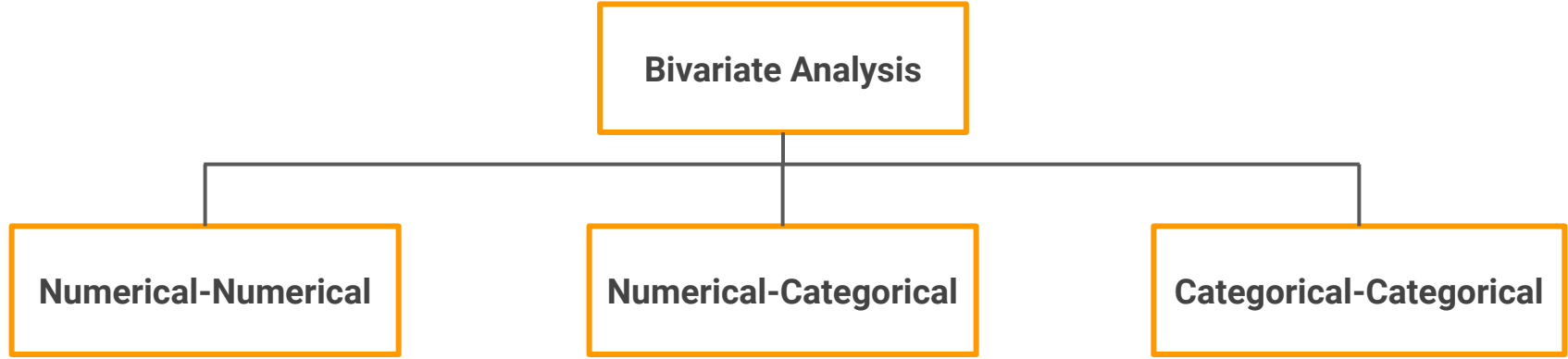


Thank You!

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276 combinations!

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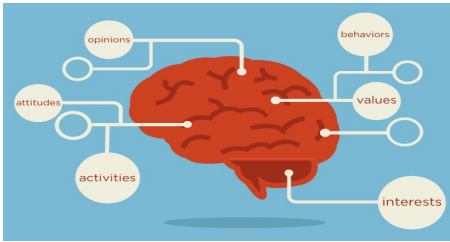


Demographics

- 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

- 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

- Do customers that are inherently more loyal less 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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