In the context of the Churn dataset we shall be making use of, the churn label indicates whether a customer has churned or not. A churned customer is one who has decided to discontinue their subscription with a hypothetical bank called Pairview Trust Bank. On the other hand, a non-churned customer is one who continues to remain engaged and retains their relationship with the bank.

The dataset contains 81764 observations and 12 columns for our analysis

The dataset contains features such as credit score, age, tenure, balance, NumOfProducts, has credit card, estimated salary, exited, country and gender which will be explained further in the following slide

Features such as age, gender, tenure, usage frequency, support calls, payment delay, subscription type, contract length, total spend, and last interaction will be used to carry out these analyses.

Break-down of columns

1. **Tenure:** The number of years the customer has been with the bank.
2. **Balance:** The customer's account balance.
3. **NumOfProducts:** The number of bank products the customer uses (e.g.,Credit card, Loan product, savings account, credit card).
4. **HasCrCard:** Whether the customer has a credit card (1 = yes, 0 = no).
5. **EstimatedSalary:** The estimated salary of the customer.
6. **Exited:** Whether the customer has churned (1 = yes, 0 = no).
7. **Credit Score :** A numerical value representing the customer's credit score.
8. **Country:** The country where the customer resides (France, Spain or Germany) which has been encoded using one-hot encoding turning this into 3 columns.
9. **Gender:** The customer's gender (Male or Female).
10. **Age:** The customer's age.