

Bank Customer Turnover

Description:

The data contains customer information of a leading bank from European region. Data is generated for a certain duration of time regarding the customer behaviour.

Format:

A data frame with 3153 observations and 14 variables.

- Row Number – Serial Number
- CustomerId- Bank Customer Id
- Surname- Surname of customer
- Credit Score- Integer value
- Geography- Country of customer
- Gender- Gender of customer
- Age- Age in years
- Tenure- A factor with 10 levels.
- Balance- Account balance
- Num Of Products- How many accounts, bank account affiliated products the person has
- HasCrCard- Does the customer have a credit card through the bank?
- IsActiveMember- Subjective, but for the concept
- EstimatedSalary- Estimated field of customer salary
- Exited- Did they leave the bank after all?

Task:

Tools Recommended- R, Python.

Explore and manipulate the data to build a classifier model to determine whether the customer will leave or not?