

Credit Card Customers Churn Prediction

Capstone 3 – Project Proposal

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Introduction

Customer churning is a problem in any type of business. For credit card companies, they may want to know what are some factors that lead customers leaving to make sure they keep more customers down the road.

Problem

From customer information, can I predict if this customer will likely end the subscription?

Data

Data I obtained from Kaggle

<https://www.kaggle.com/sakshigoyal7/credit-card-customers>

This dataset consists of 10,000 customers mentioning their age, salary, marital status, credit card limit, credit card category, etc. One thing to be careful of is the unbalanced data since only 16% of the customers attrited.

Envisioned Approach

First of all, I will look into the data to determine if I can make a machine learning model to predict customers who are likely to leave. For this process, it's important to keep the percentage the same in both training and test sets of data!

(Classification problem)

Additionally, I may also look into the credit card category to see any association in this category as well.

Deliverables

Deliverables will consist of Python code in Jupyter notebook, a written report as well as a slide deck.