

CHURN ANALYSIS OVERVIEW

▪ DATASET BEING USED

The dataset which I am utilising is of customers of a bank indicating whether the customer still holds an active account or has closed his account in the bank.

▪ AIM AND PRE-REQUISITES

India is a developing country and, on the path, to becoming a developed country. During this transition, the banking system will play a crucial role. Through my research and analysis of multiple countries, I have concluded that the banking system significantly influences a nation's development. It serves as a key indicator to assess whether a nation is making progress by analysing the growth and advancement of its banking sector.

For this project, I have chosen a dataset that includes data from three developed nations: Spain, France, and Germany. By analysing the customer churn rate of high earning individuals, I aim to understand the impact of credit on developed nations.

Studying the behaviour of credit in these countries will enable us to predict the potential effects of a credit based economy on our nation in the coming years.

There may be scenarios that don't align with the Indian economy or are not applicable from an Indian perspective due to geographical, lifestyle, and historical differences between India and the other countries studied. However, this analysis will provide a valuable starting point for further exploration and understanding.

Although the data may have discrepancies, such as differences in geographical location and time, it is the closest available legally licensed open source dataset for this analysis.

▪ TARGET PROBLEM TO SOLVE

Identify and analyse the key factors contributing to customer churn using descriptive statistics and visualisations. This analysis will inform **retention strategies** and provide insights into customer behaviour within the Indian context.
