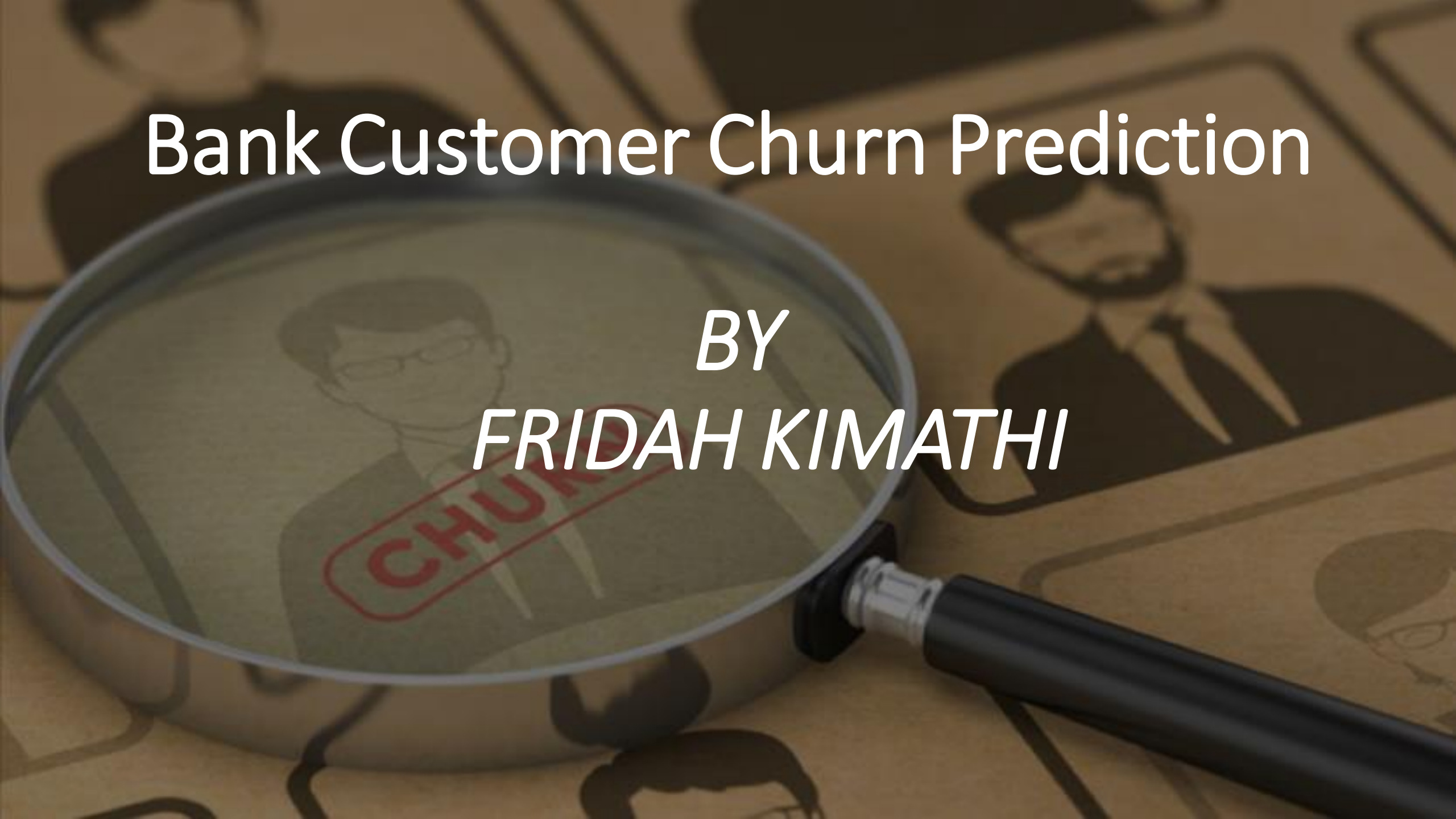


# Bank Customer Churn Prediction

*BY*

*FRIDAH KIMATHI*



# OVERVIEW

This project aims to develop an accurate customer churn prediction system for the banking industry to proactively retain customers and mitigate revenue loss.



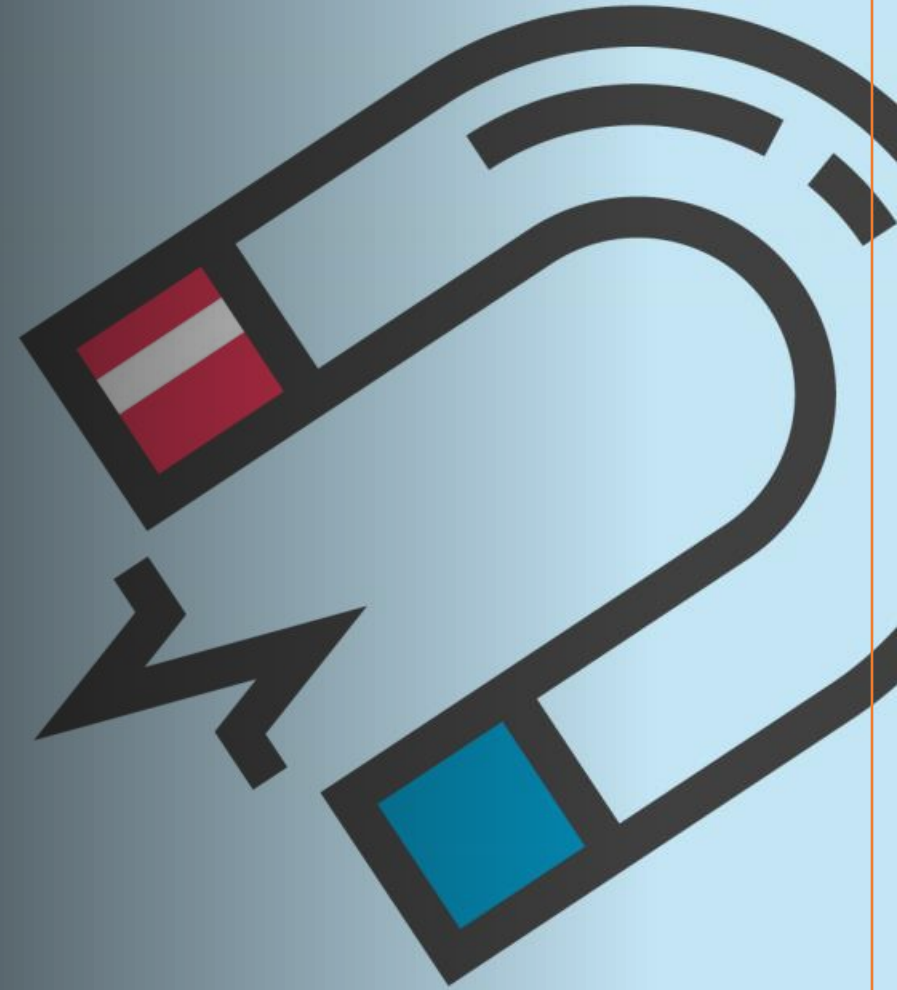
# BUSINESS PROBLEM

- Customer churn poses a significant challenge in the banking industry, as it leads to financial losses and negatively impacts the bank's reputation.
- It is crucial to predict and understand when customers might decide to end their relationship with the bank.



# OBJECTIVES

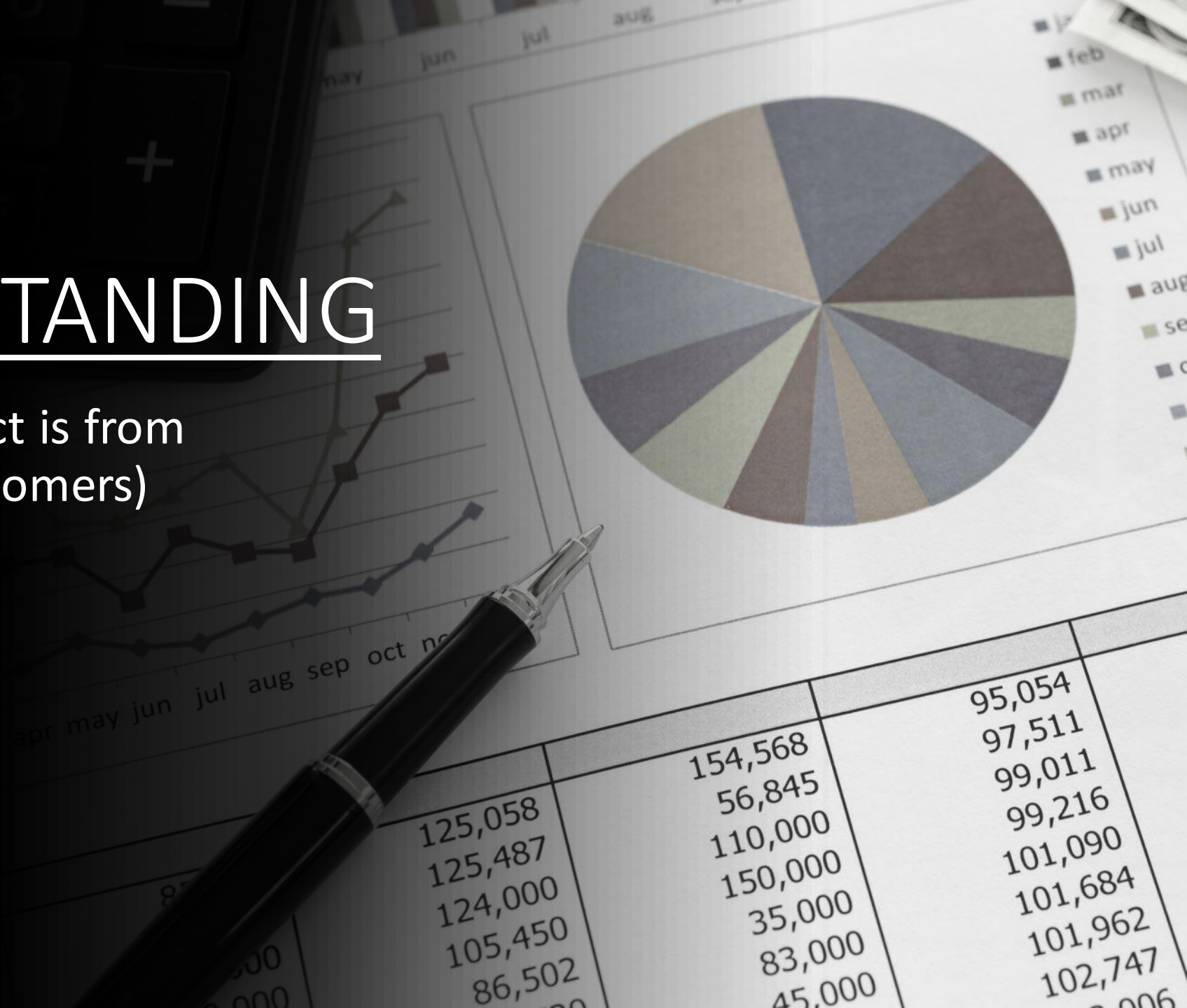
- Accurately predict customer churn
- Implement proactive retention measures
- Minimize revenue loss and maintain a positive reputation





# DATA UNDERSTANDING

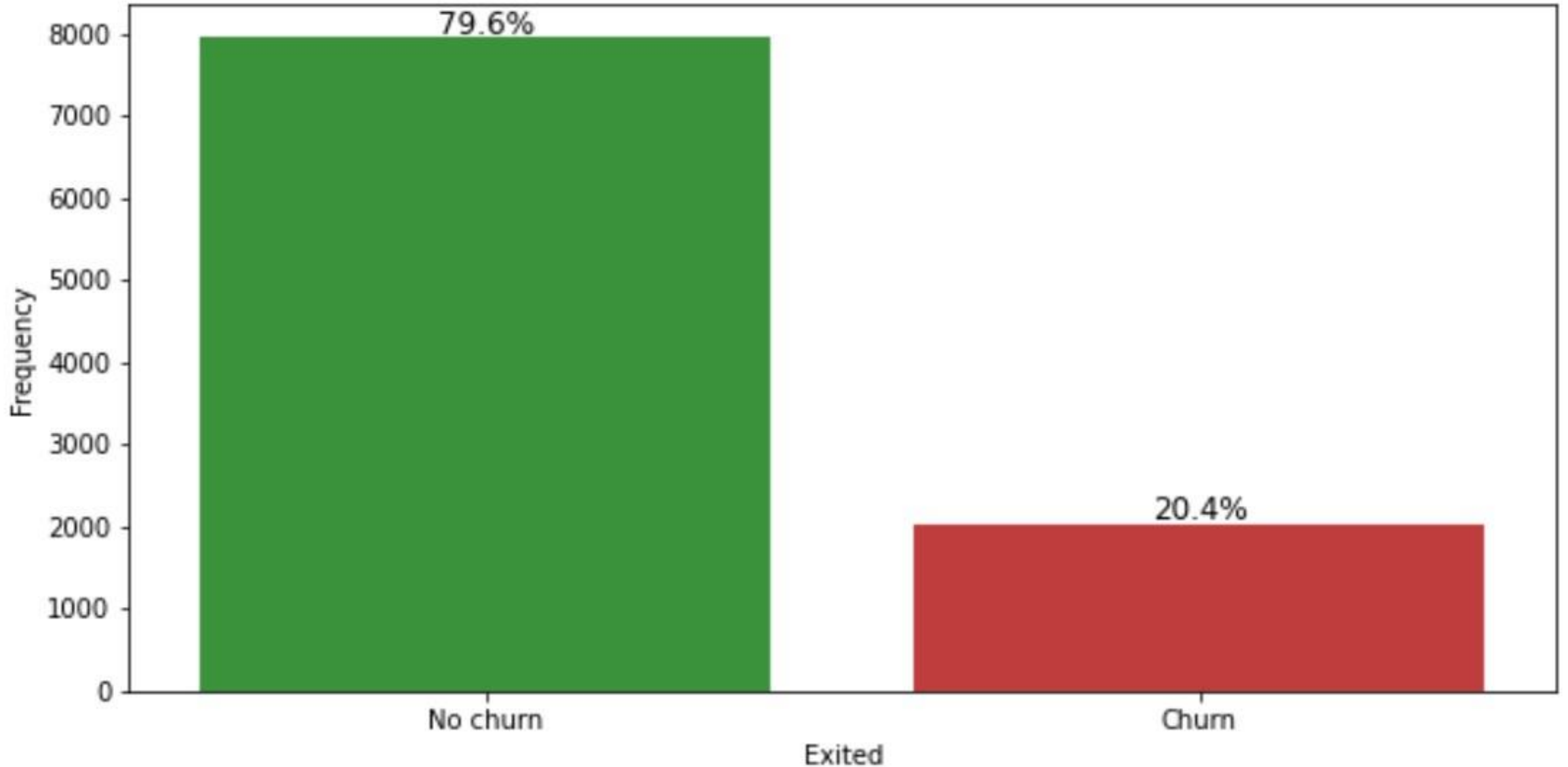
The data used in this project is from  
Kaggle(Churn for Bank Customers)



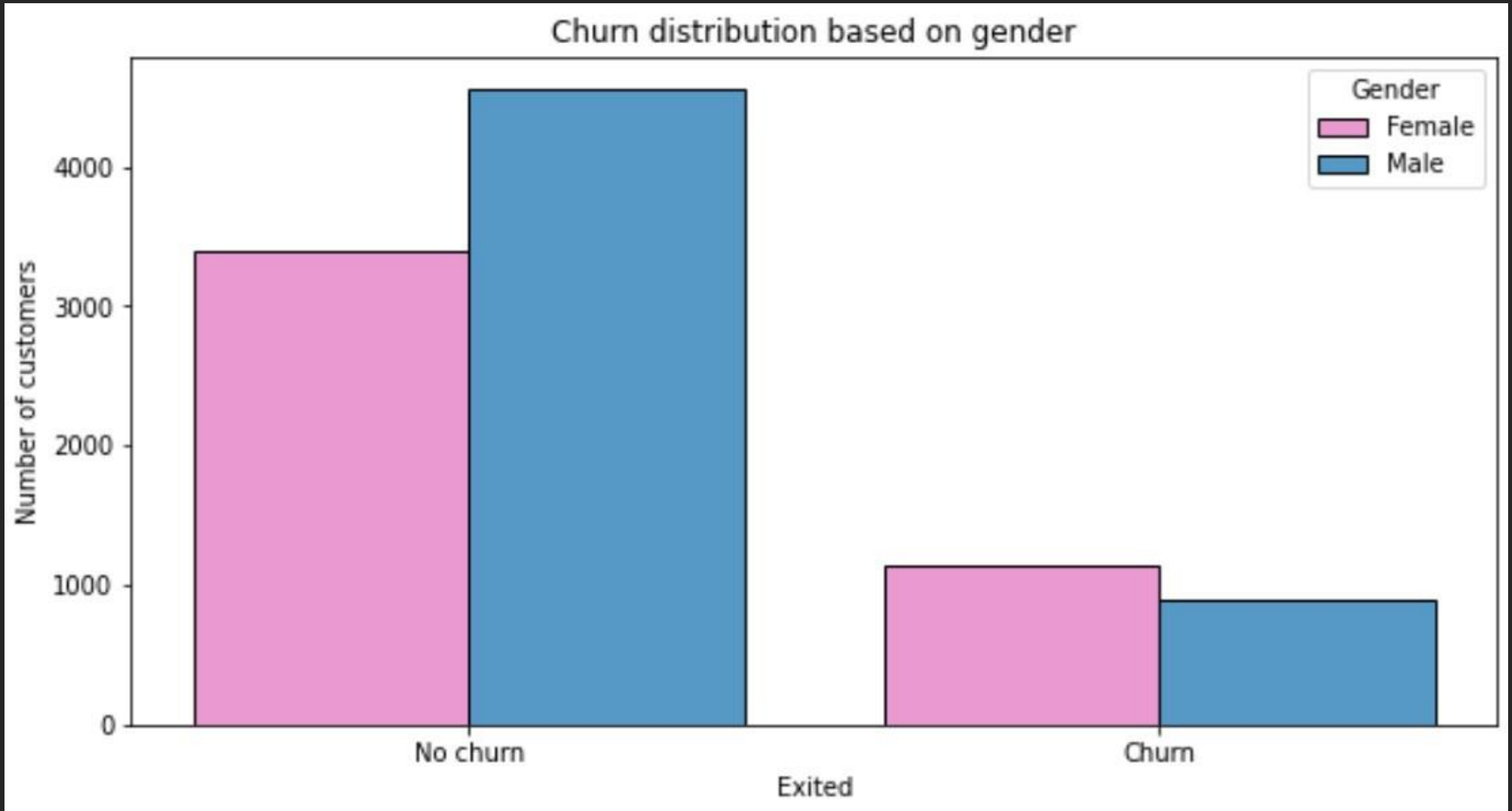


# CUSTOMER CHURN DISTRIBUTION

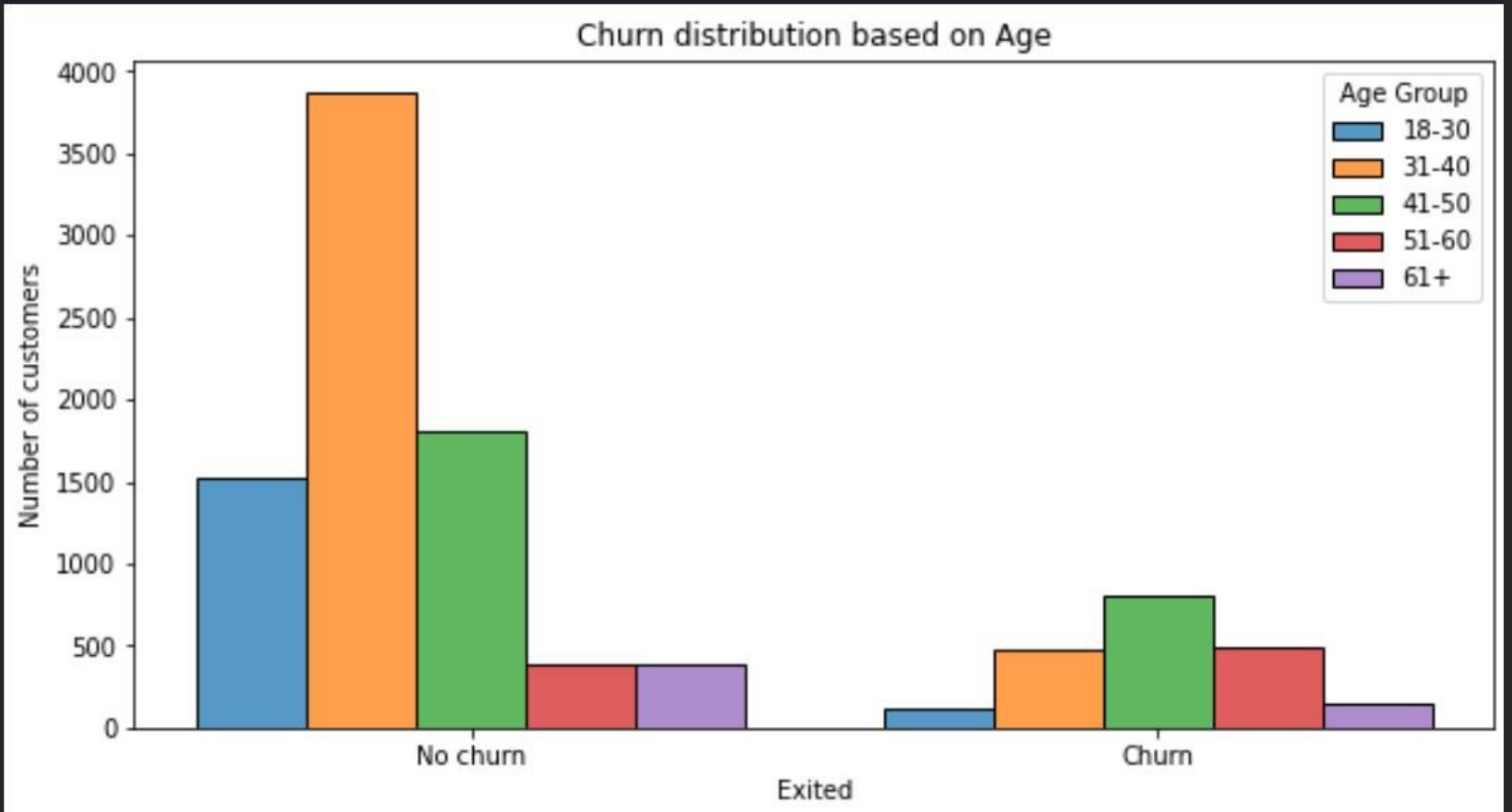
Customer Churn Distribution



# CHURN DISTRIBUTION BASED ON GENDER

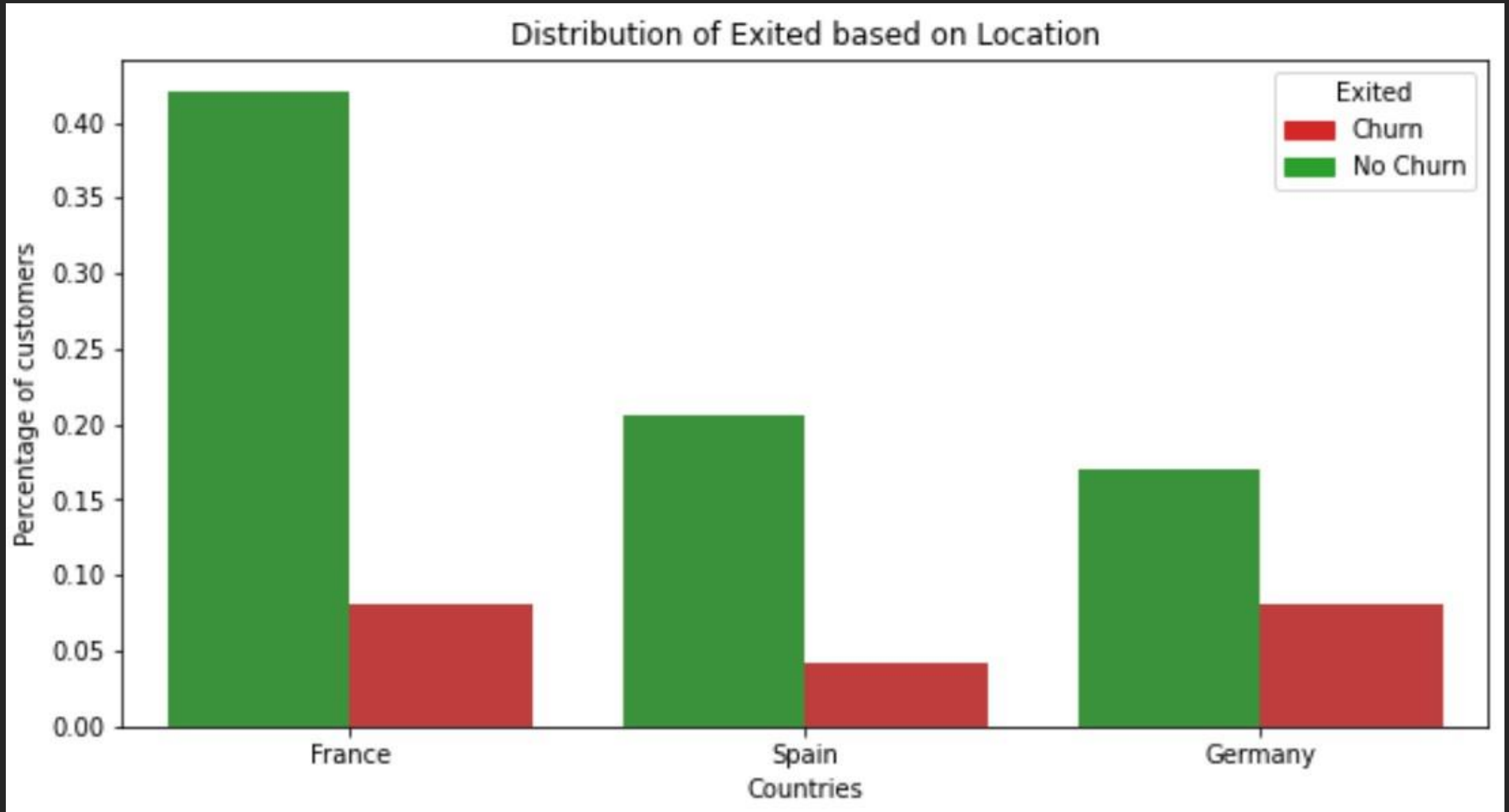


# CHURN DISTRIBUTION BASED ON AGE





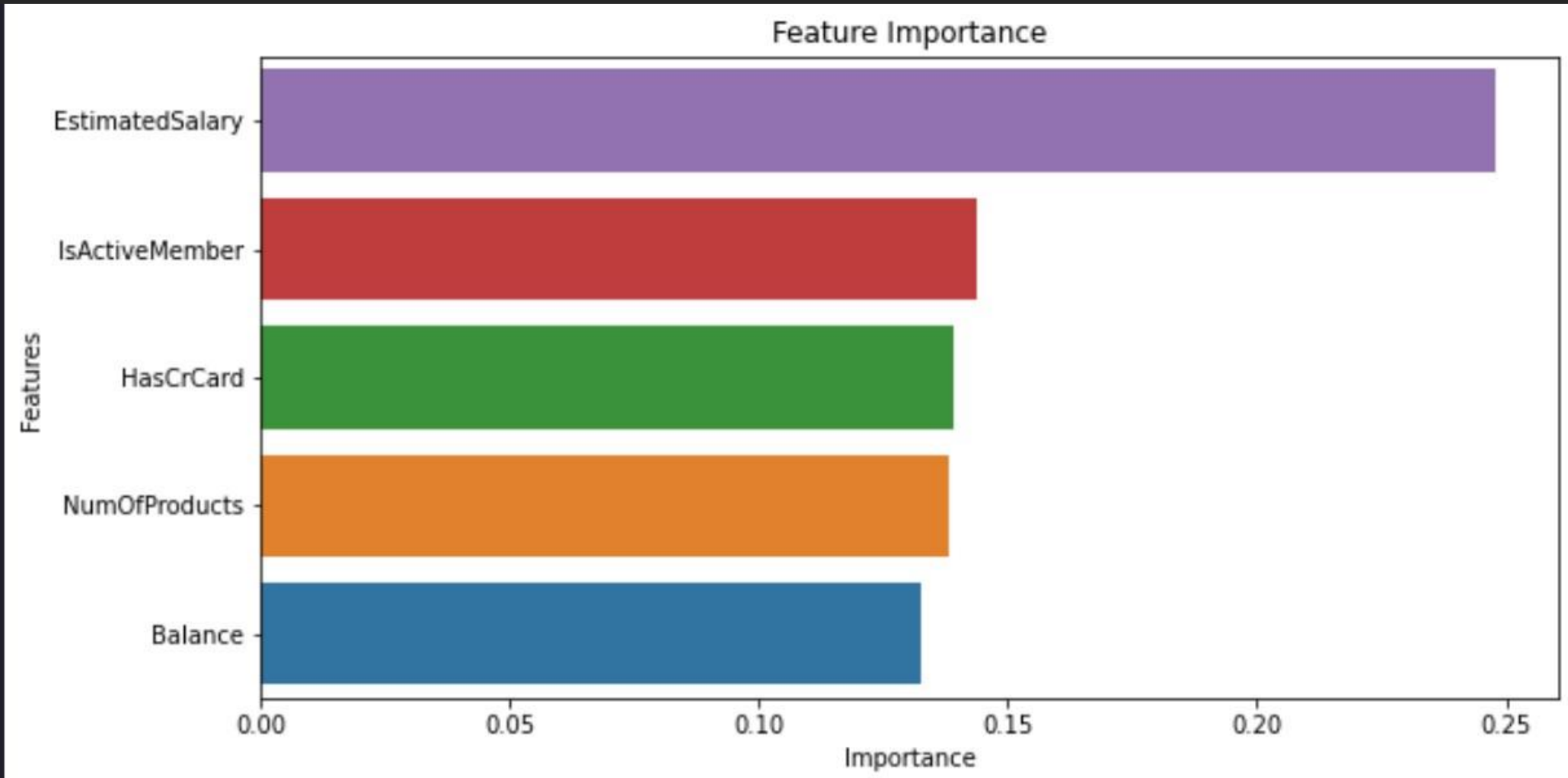
# CHURN DISTRIBUTION BASED ON LOCATION



# MODEL EVALUATION

The model achieves an accuracy of 86% in identifying potential churners.

The key features influencing churn prediction are:



# LIMITATIONS

Data availability



Changing factors

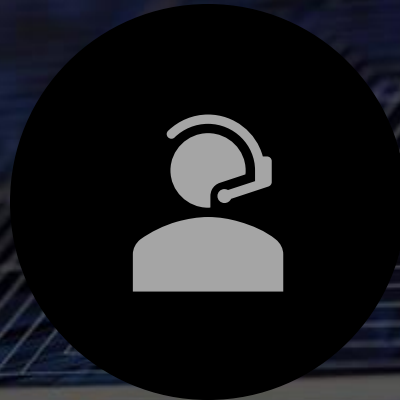


External factors

# RECOMMENDATIONS



PERSONALIZED  
RETENTION CAMPAIGNS



IMPROVE CUSTOMER  
SERVICE



FOSTER CUSTOMER  
LOYALTY PROGRAMS

# THANK YOU ANY QUESTIONS?

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