Gomathy Prakash

Final Project – Data Analysis Checkpoint 1

Credit card customer dataset

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

Usability – 10.00

License – CCO: Public Domain

Size – 1.51 Mb

This dataset consists of more than 10,000 customers mentioning their age, salary, marital status, credit card limit, credit card category, etc. There are nearly 21 features.

Business issue

The issue is to find the credit card churner behavior. So that bank could proactively take steps to provide better services and reverse the customers decisions. This analysis helps the bank to predict the churning customers and could find a plan to resolve the problem in advance.