**RESEARCH PROPOSAL**

Does having multiple products/accounts with a bank make it unlikely that a customer will leave the bank in the immediate future? This business question is what I intend to address in my research. In the banking business just like any other business, retaining customers is a major priority. It is, therefore, in the interest of the bank to have a full and solid understanding of what it means for their customers to accept and sign up for multiple products with the bank as this ultimately has far reaching consequences for the bottom line.

I intend to test the hypothesis that customers having multiple accounts with the bank keeps them from leaving the bank. The result of this research serves the bank on three different fronts. Firstly, the bank can know for sure that customers holding multiple accounts/buying different products from the bank helps to retain customers. Secondly, the bank gets to know whether the resources spent to innovate and churn out better financial products for customers is worth it. And thirdly, now having a fuller understanding of customers holding multiple accounts with the bank, the bank can either intensify or reduce product innovation efforts accordingly given the results of this research.

This research will be carried out using a Kaggle dataset named “Bank Turnover”. The dataset has fourteen columns and a total of ten thousand rows. There are no missing values in the data. This dataset collates information regarding bank customers and whether a customer left a bank eventually. The data was generated through a churn modeling procedure with data coming from three major European nations namely France, Spain and Germany. The “Exited” variable in the dataset is a binary where 1 indicates that the customer did leave the bank and 0 indicates otherwise. The dataset can be found at <https://www.kaggle.com/barelydedicated/bank-customer-churn-modeling>.

Even though the data for this research comes from Europe, the insight gleaned from the research may be applicable in the American banking sector. More so, if similar data can be obtained, the same procedure can be repeated easily in the American context, results can be compared and more can be learned about customers holding multiple accounts with banks and what that might mean for banks retaining customers in the process.