

Purpose:

The purpose of this project is to analyze and visualize the Elite Financial Bank customer churn data to gain insights into the factors influencing customer churn. The project aims to identify patterns, correlations, and trends that can help the bank understand why customers are leaving and develop strategies to improve customer retention.

Stakeholders:

- The stakeholders for this project include:
- Elite Finance Bank management team
- Marketing and customer retention teams
- Decision-makers and executives

Results:

The end results of this project will include:

- Clear visualizations and dashboards depicting the customer churn data and relevant variables.
- Insights into the key factors influencing customer churn, such as credit score, age, tenure, balance, and more.
- Understanding of the impact of gender, geography, card type, complaints, satisfaction score, and other attributes on churn.
- Recommendations for targeted strategies to reduce churn rates and improve customer retention.

Success Criteria:

The success of this project will be measured by:

- Increased understanding of the factors contributing to customer churn.
- Clear and informative visualizations that effectively communicate the churn data insights.
- Actionable recommendations that are implemented by the bank.
- Improved customer retention rates over a defined period.
- Positive feedback from stakeholders and decision-makers regarding the value and usefulness of the visualizations and insights.
- Achievement of the bank's goals in reducing customer churn and increasing customer satisfaction.