

Bank Churn Analysis Requirement Document.

Description: In this data we are going to learn about how to analysis of bank churn data Churn means like how many people left the bank or u can say attrition also.so; this document is only for practicing of creating reports this is only a sample data set ad sample document.

- 1) Data Connection
- 2) Data Preparation
- 3) Data Modeling and Analysis
- 4) Data Visualization
- 5) Report Sharing and distribution

Data Cleaning and Preparation of data.

- 1) Check all the data types and column names.
- 2) Remove Estimated Salary column.
- 3) Make sure the column names starting character is Capital.
- 4) Change the name of the columns.
 - 1) **Credit Score**
 - 2) **Credit card Status**
 - 3) **Activity Status**
 - 4) **Churn Status**
- 5) Add Example column of (Products) Exp: Prod 1.
- 6) Replace the values of **Churn Status column** (1 – Churned) (0- Not Churned).
- 7) Replace values of **Activity Status column** (1 –Active) (0-Inactive).
- 8) Replace values of **credit card status column** (1-Owned) (0- Not Owned).
- 9) Add new **conditional column** of (Age Group) with the help of Age column in our data.
- 10) Similarly we can add two more **conditional columns** (Credit Scores) with the help of credit score column in data. And (Account Balance) with the help of Balance in our dataset.

11) Create a reference table of **customer data table** and change the name of the table as a (**Age Groups**) and keep only Age Group column in that table and Remove duplicates.

12) Add conditional column into a Age Groups table which is name (Age Group ID).

Examples: age group id – 1,2,3,4,5,6,7

13) Similarly we have to add two more reference table which is (**Account balance and credit Scores**) and keep the Credit Score column and account balance column in that table.

Add conditional column into a **Account balance and credit Scores** table which is name (Account Balance ID and Credit Scores ID).

Examples: Account Balance id – 1,2,3,4,5,6

Creating the Measures

- 1) Create a Measure to calculate the **No of Customers** by using Dax.
- 2) Create a Measure to calculate the **Lost Customers** by using Dax.
- 3) Create a Measure to calculate the **Churn Rate** by using Dax.

Visuals That Are Using in Our Report

Cards

- 1) To showing a No of Customers.
- 2) Showing a Churn Rate.
- 3) Showing Lost Customers.

Charts

- 1) Make a Donut Chart to showing No of Customers by Gender wise.
- 2) Make Another Donut Chart to showing No of Customers by Activity Status wise.
- 3) Make Another Donut Chart to showing No of Customers by Credit Card Status.
- 4) Make Another Donut Chart to showing No of Customers by Country.
- 5) Make Another Donut Chart to showing No of Customers by Churn Rate.
- 6) Make a line clustered bar chart to showing customers and churn rate by age group.

- 7) Make a line and stacked column chart to showing customers and churn rate by credit score.
- 8) Make line chart to showing customer lost by country.
- 9) Make a Stacked column chart to showing customers by products.