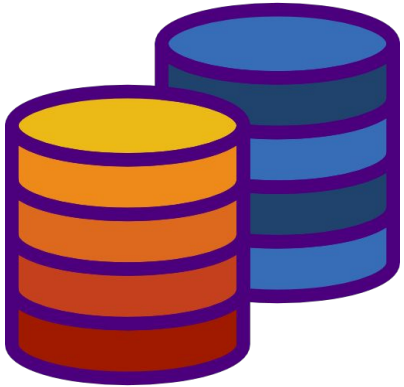
Customer Attrition

Project Background

Credit card services is one of the major forms of payment in the retail industry today. In a competitive market and other forms payment on the rise, **customer attrition** is one of the problems banks are facing. In this project, we will analyze customer attrition using a dataset obtained from a hypothetical bank. **We aim to improve churn rate by predicting customers who are likely to churn from the existing ones.**

The Dataset



The dataset that will be used for this analysis project was obtained from https://leaps.analyttica.com/home through Kaggle.com. The **dataset** contains over 10,000 **customer demographics** such as age, salary, marital status, credit card limit, category, etc.

Project Goals

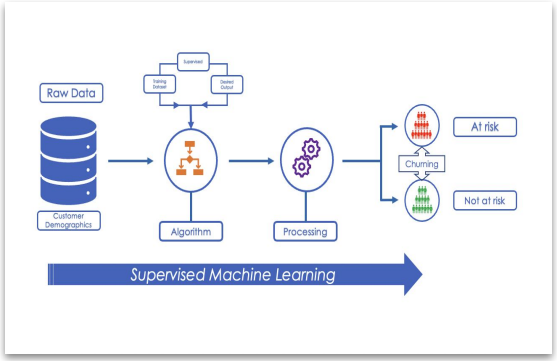
1. Analyze and find demographic trends from attrited customers.
2. Create a machine learning model that can predict who are likely to churn from existing customers.

Exploratory Data Analysis

Our group will perform exploratory data analysis using the parameters contained in the dataset. Specifically, we will use charts and graphs such as boxplot and pie charts to represent the distribution of customers using different parameters.

Analysis using Supervised Machine Learning

The analysis phase of this project will involve supervised machine learning. We will use two supervised machine learning models, Logistic Regression and Random Oversampling, to predict churn rate and customers who are likely to churn.



Project Dashboard

Tableau for Visualization

The visualization piece of the project will use Tableau to create the final dashboard. The exploratory data analysis as well as the findings of machine learning analysis will be presented in various forms of simple and interactive graphs,

Interactive Element of the Dashboard

To make the presentation interactive, we will use Tableau's story feature to create the story that we want to share about the dataset.