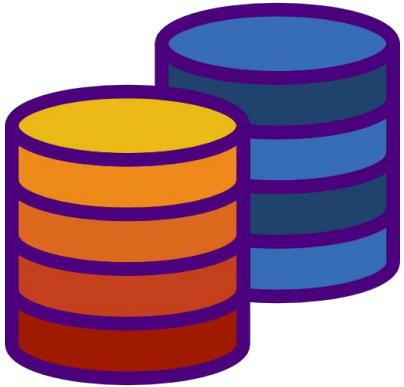
Customer Attrition

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.