**Context**

The US Wealth Management (USWM) business unit is comprised of Chase Wealth Management, JP Morgan Securities, and the You Invest digital platforms. Chase Wealth Management (CWM) is a branch-based model in which a dedicated Advisor offers comprehensive financial planning and investment management advice to individuals and families.

**Prompt**

A key priority for Chase Wealth Management is building and maintaining long-term relationships with CWM clients. Senior leadership has asked you to develop an analytically based strategy to **predict which CWM clients are most likely to churn and how we can stem attrition**. Please be prepared to present your findings and strategic recommendation during the panel interview.

**Dataset**

Dataset consists of 14 variables:

|  |  |  |
| --- | --- | --- |
| **Column** | **Data type** | **Description** |
| RowNumber | Integer | 10K customers |
| CustomerID | Integer | Unique Identified for client |
| Surname | String | Client Surname |
| CreditScore | Integer | Ranging from 350 to 850 |
| Geography | String | USWM Sales Division |
| Gender | String |  |
| Age | Integer |  |
| Tenure | Integer | Length of client relationship in years |
| Balance | Decimal | Investment balance snapshot |
| Number of Products | Integer | Number of products with JPMC |
| HasChckng | Integer | 1 = Has a checking account  0 = No checking account |
| IsActiveMember | Integer | 1 = Digitally Active  0 = Digitally Inactive |
| EstimatedSalary | Decimal | Salary |
| Exited | Integer | 1 = Churned |