Capstone Project Group 6

Group members: Nicole Chavarria, Luisa Elena, Andrew Jarick, Andrea Mercado, Kevin Joan Delgado Perez

Deloitte AI Mentor: Alex White

Business Problem and Data Set:

Data Set:

**Kaggle:** ‘Predicting Credit Card Customer Segmentation’

<https://www.kaggle.com/datasets/thedevastator/predicting-credit-card-customer-attrition-with-m>

Background information:

We are creating a proposal for predicting credit card churn which means discontinuing their relationship with their current credit card company and moving to another. In this case, a customer would close their credit card accounts with their current issuer and open a new account with another issuer.

Business Problem:

For credit card companies, losing a customer means losing revenue. Thus, is there a way that these companies could predict whether a customer is likely to churn to allow the company to incentivize them to decrease the likelihood of the customer leaving?

Proposal:

We’d like to advise the business with AI (Artificial Intelligence) and evaluate solutions to the business problem by optimizing customer retention strategies. We would investigate the identifying factors within the data set that we feel contribute to the customer churn. We would then perform evaluations with models to increase customer retention.

Deliverables

1. Non-technical presentation (Potential to present to a client)
2. Jupyter notebook (Commented code, decisions made, steps)
3. GitHub repository (“Wonderful” ReadMe, use of GIT, updated from all members)

Predictive models:

Binary Classifier problem – Any model that does well with Binary Classifier [ Note that we do have a large imbalance in our data set]