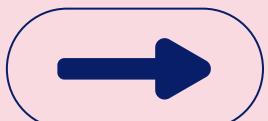


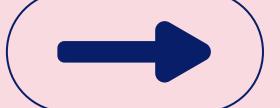
Credit Card Churn Prediction

Tushti , Madhav,
Divya

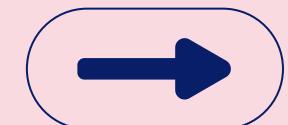
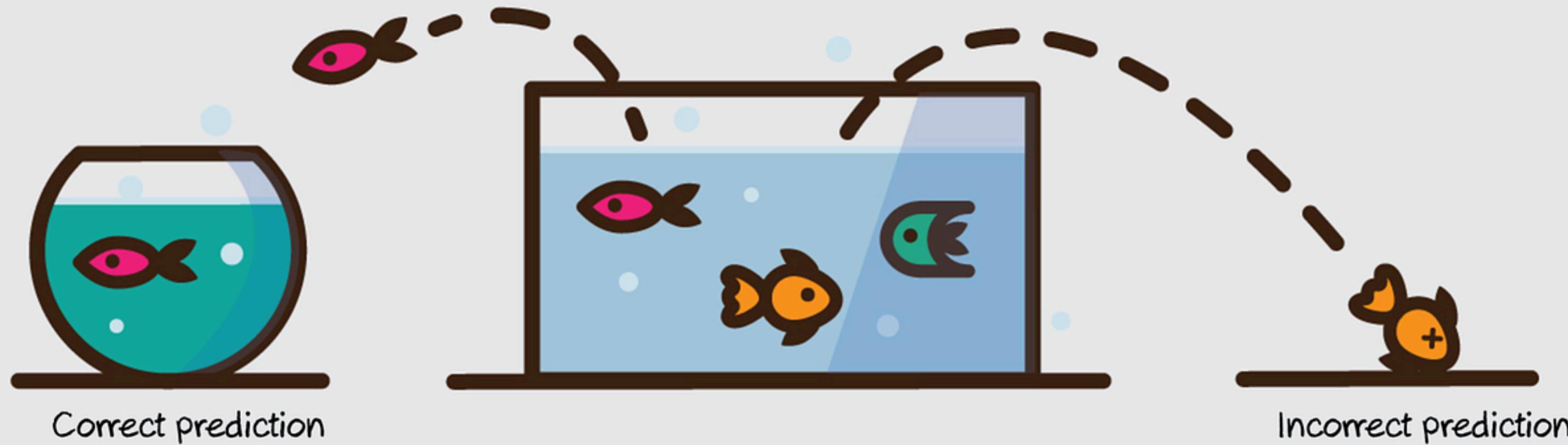


Problem solving

The credit card churn problem refers to predicting which credit card customers are likely to stop using (or close) their credit card accounts in the near future. In business terms, churn means losing customers—so this problem is about identifying customers at risk of leaving.

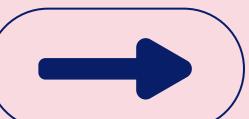
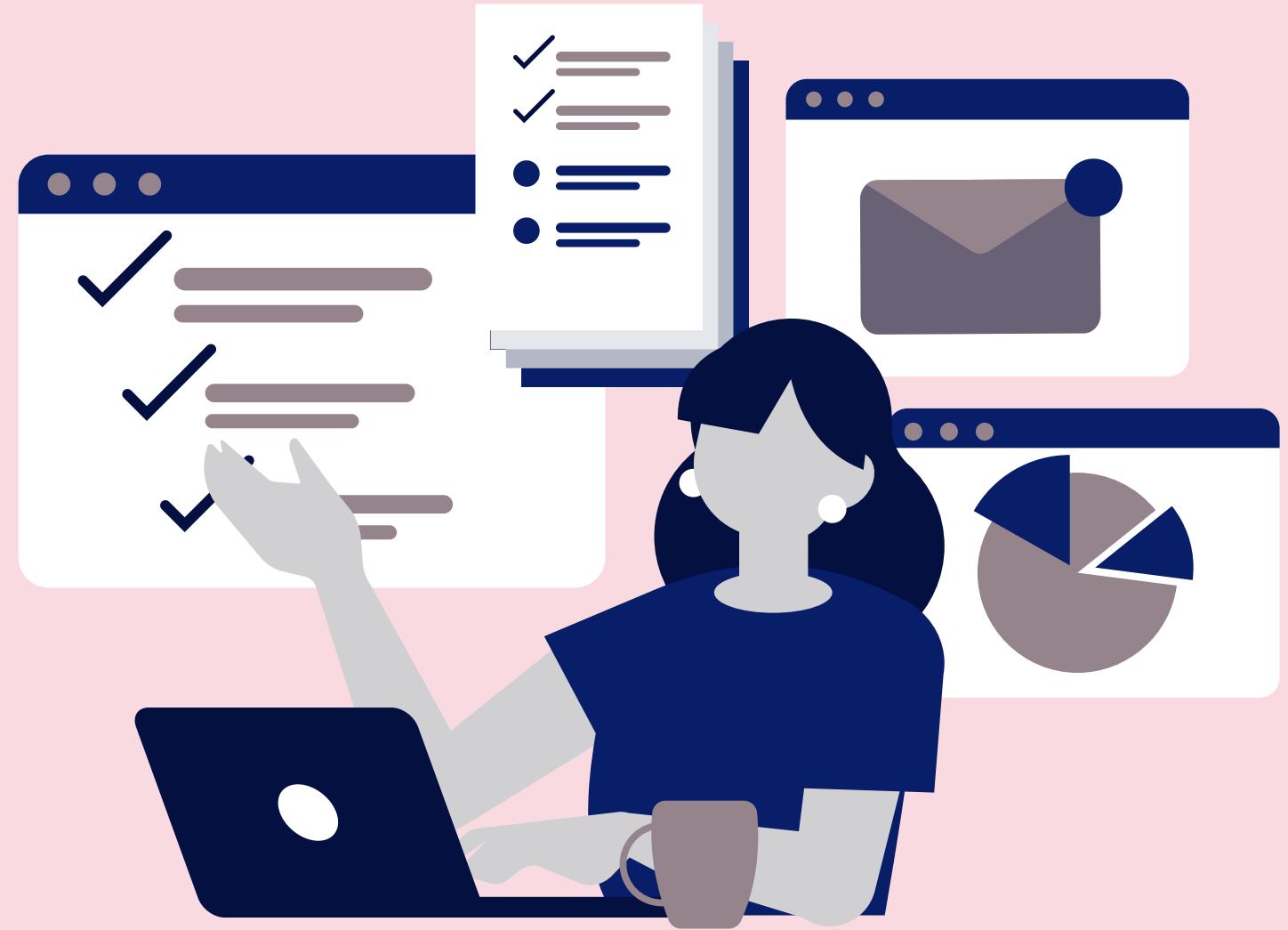


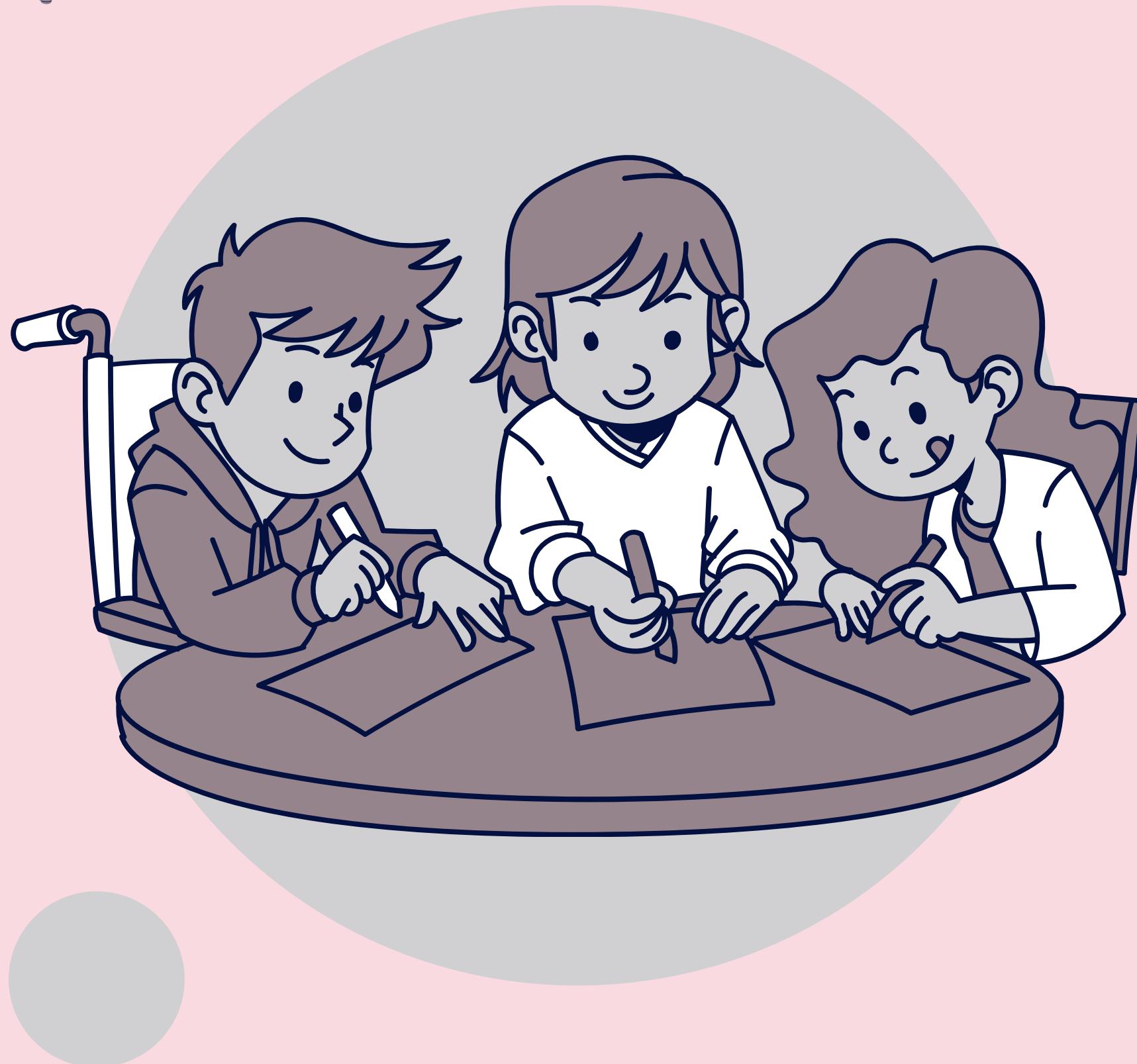
Customer Churn Prediction Accuracy



Using ANN To resolve the problem

An Artificial Neural Network (ANN) predicts credit card churn by learning patterns from customer attributes like transactions, tenure, and spending behavior. Layers of interconnected neurons process these inputs, adjust weights through training, and output churn likelihood. The model captures complex relationships to classify whether a customer will exit or stay.





Conclusion

PREPARED A PREDICTION MODEL

Credit card churn prediction helps banks identify customers likely to leave by analyzing their behavior, usage patterns, and demographics. By accurately predicting churn, organizations can implement retention strategies, enhance customer satisfaction, reduce revenue loss, and improve long-term profitability through targeted interventions and personalized services.



THANK YOU

