Project McNulty Proposal

Identifying Customers at Risk of Exiting in Banking

Michael Boals

Cohort Winter 2020

Given the high price of customer acquisition for many companies customer retention is a high priority. The first step in customer retention is proper identification of those at risk of ‘churning’. In this project I will develop a model that classifies banking customers as at or not at risk of leaving.

The dataset is from Kaggle and contains data for 10,000 customers. For each customer there are 13 features and the actual outcome of their continued business.

Of the 13 features available for each customer the following nine features will be used as model inputs.

Credit Score

Geography

Gender

Age

Tenure Balance

Num Of Products

Has Credit Card

Is Active Member

Estimated Salary

The test set will be divide into a 8,000 entry training data set and a 2,000 entry validation set.