



OVERVIEW

1. Business Scenario

- i** *Provide insights to determine the reason for customers to exit the bank.*

2. Project Scope

- i** *In this project, the overall goal is to predict the churn of bank customers. From a business perspective, this is very relevant for the effort to retain customers with the ultimate end goal of increasing profitability.*

Customer churn is defined as the percentage of customers that stopped using a company's product or service offering in a defined time frame.

3. Dataset description

- i** *The dataset contains 10000 records of a bank's customers with some credit information (credit card, salary, bank balances, and so on) information on age and gender and whether or not the customer have churned.*

The column description include following:

- **RowNumber:** A (supposedly) unique identifier for the rows.
- **CustomerId:** An (supposedly) unique ID for the customer.
- **Surname:** Last name of the customer.
- **CreditScore:** A score that the bank gives to the customer, the higher the score, the more likely the customer is to receive a credit when they apply for one.
- **Geography:** Location in which the customer is registered with the bank.
- **Gender:** Gender of the customer.
- **Age:** Age of the customer at the point when the dataset was extracted.
- **Tenure:** This could be how long the customer has been with the bank at the time the dataset was extracted. It could also be the time duration of a loan. It does make more sense to assume the former, given the data, but one cannot be certain at this point.
- **Balance:** Account balance of the customer. It is not detailed in which currency, in this project it will be considered as USD.
- **NumOfProduct:** How many product offerings of the bank the customer has.
- **HasCrCard:** 1 if the customer has a credit card, otherwise 0.
- **IsActiveMember:** 1 if the customer is an active member, otherwise 0. It is not defined what "active" refers to.
- **EstimatedSalary:** The salary of the customer estimated by the bank.
- **Exited:** 1 if the customer has left the bank, 0 otherwise.

4. Note

i *Note that throughout the analysis, the dataset is considered to be representative of the whole bank. Hence the conclusions drawn from the dataset are considered a representation of the bank as a whole. In reality, this should be carefully !*

5. Affected Parties

APPROVAL AND AUTHORITY TO PROCEED

We approve the project as described above, and authorize the team to proceed.

Name	Title	Date

Approved By	Date	Approved By	Date
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