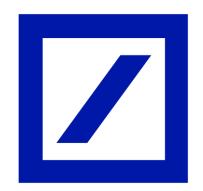
DEUTSCHE BANKPROJECT SCOPE



OVERVIEW

1. Business Scenario

Provide insights to determine the reason for customers to exit the bank.

2. Project Scope

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

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

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