

The background features a collection of blue 3D geometric shapes, including cubes, cylinders, and rectangular prisms, arranged in a dynamic, isometric style. A large, semi-transparent green rectangle is centered over the image, serving as a backdrop for the title text.

# Churn Modeling Report



# Hi, I'm Patrick,

I am a data analyst and web developer. In this presentation, I will be taking you through my findings for the rapid rate of customer churn at the bank that owns this data. The bank operates in three cities- Accra, Kumasi and Bolga. Let's get analyzing.



# Focus Areas for my analysis

1

Problem

2

Any KPIs?

3

How about age?

4

What next?

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1

Customers leave the bank at an alarming rate. What can we do?



A high-contrast, black and white photograph of a person reading a book. The person's hands are visible, holding the open book. The lighting is dramatic, with strong highlights on the pages and the person's fingers, while the rest of the scene is in deep shadow. The background is blurred, suggesting an indoor setting with a window or light source.

## KPIs

- Activeness
- Sex
- Geography
- Age




Column1	Coefficient	p-value	Odds Ratio
Const	-3.91258	<0.0001	
Credit Score	-0.00067486	0.016	0.9993
Age	0.072655	<0.0001	1.0754
NumberOfProducts	-0.0950198	0.0456	0.9094
IsActiveMember	-1.07578	<0.0001	0.341
Kumasi	0.747595	<0.0001	2.1119
Female	0.526721	<0.0001	1.6934
Tenure	-0.0158791	0.0893	0.9842
log_Balance	0.0690263	<0.0001	1.0714



1

Females tend to leave the bank  
more. Odds ratio  
Is 1.7 greater than that for males

A low-angle, upward-looking shot of a modern skyscraper with a glass facade. The building's structure is composed of a grid of dark lines, creating a strong geometric pattern that converges towards the top of the frame. The sky is a pale, bright blue, providing a high-contrast background for the dark building. The overall mood is one of height, ambition, and modernity.

Maybe female customers are not treated rightly in the bank. Or maybe something else. Whatever it is, there is a problem. We have to do something about our female customers





Does age alone affect our model?

In other words

Will an older person have any higher odds of leaving than someone younger?



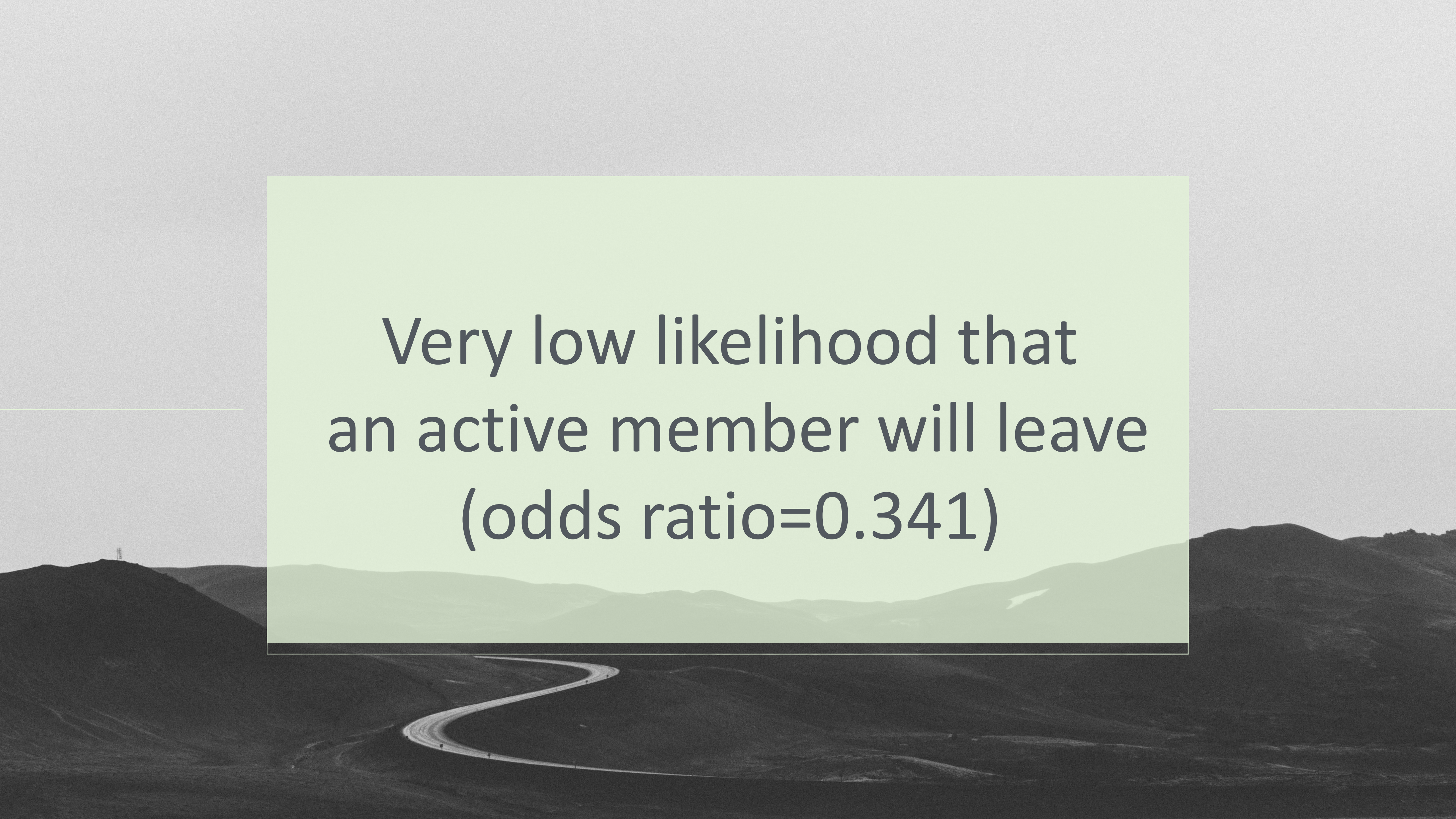
# Sure!

According to the data,

When age increases by 1 year, the odds  
of leaving increases by 1.0754







Very low likelihood that  
an active member will leave  
(odds ratio=0.341)



## Next Steps

**Something terrible is happening at the Kumasi branch, Let's go find out...**



# Thank You!

Website



Email