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

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

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

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

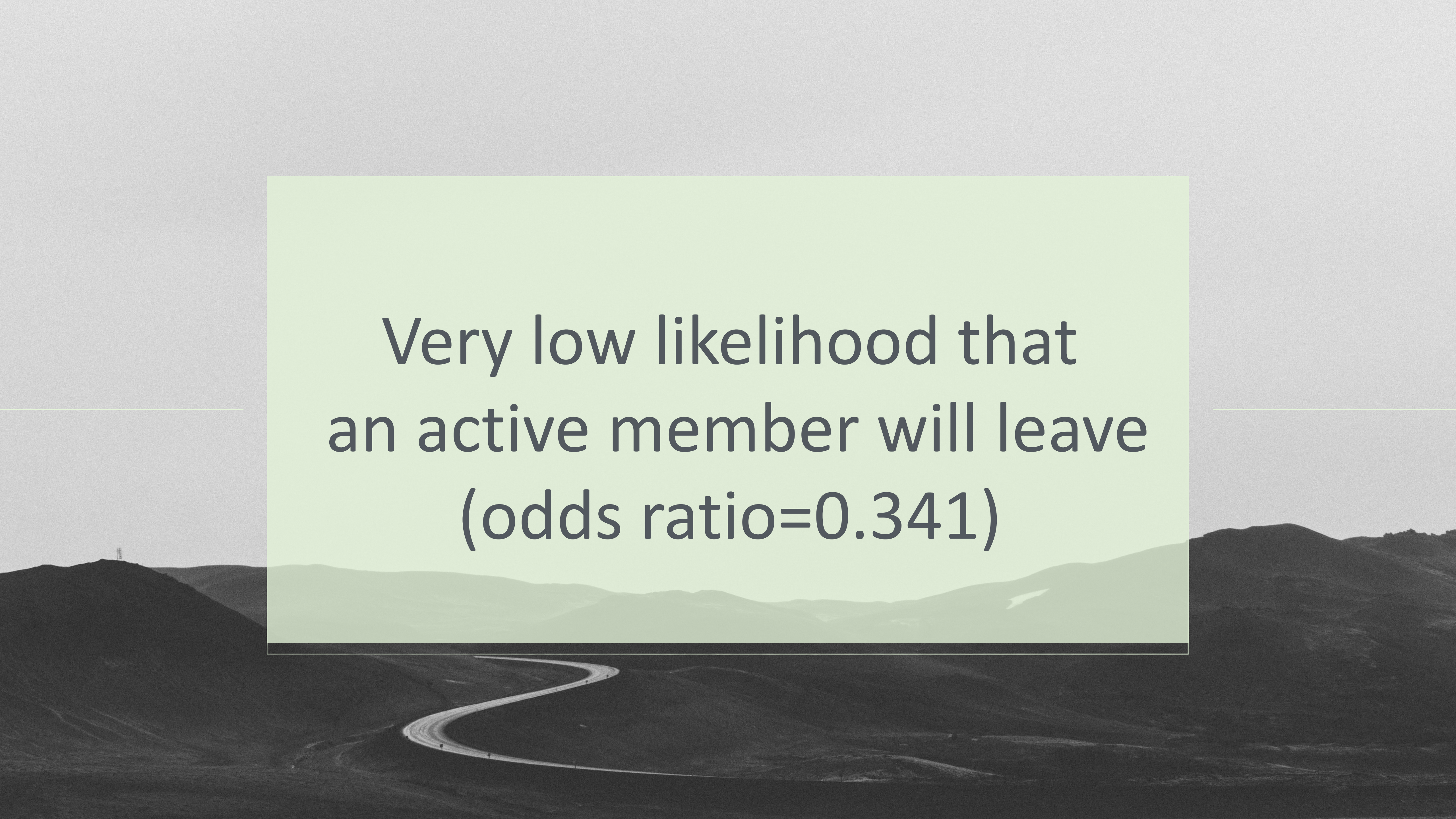Will an older person have any higher odds of leaving than someone younger?

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