AI PROJECT

Our Team

Rewan Elmalah

Alaa Tharwat

Aamal Maher

Rahaf Fayez

Shrouk Elzoghby

Title

Predicting Customer Churn IN Banking Using Machine Learning

Problem Statement

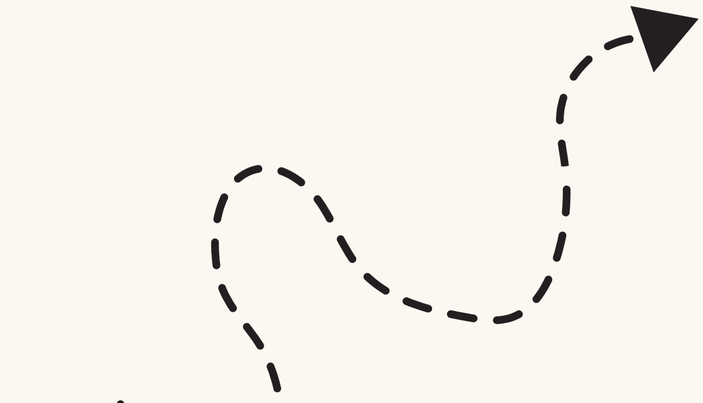
- Customer churn is a significant challenge in the banking sector.
- Losing customers leads to reduced profits and higher customer acquisition costs.
- There's a need for a data-driven solution to predict churn and improve retention.

Our Goal

1. helps banks take proactive measures to retaincustomers.
2. • Reduces costs and increases customer satisfaction.
3. • Enhances marketing and targeting strategies.

Proposed Solution

- Use machine learning techniques to predict customer churn based on their data and behavior.
  - Model utilizes inputs like:
  - Account data.
  - Transaction activity.
  - Interaction with services.



Methodology

1. Collect relevant customer data from banking systems.
2. Preprocess and clean the data for accuracy.
3. Apply machine learning models like Decision Trees, Random Forest, and Neural Networks.
4. Evaluate model performance using metrics like Accuracy, Precision, and Recall.

Expected Results

- Develop a model that predicts customer churn with up to 90% accuracy.
- Improve customer retention rates by a measurable percentage.
- Enable data-driven decision-making for banks.

Benefits

1. Increase revenue by reducing customer loss.
2. Optimize marketing strategies for better efficiency.
3. Strengthen relationships between banks and their customers.

THANK YOU!