The abstract:

The Bank Churn dataset is a comprehensive collection of customer data from a bank, encompassing various attributes such as credit score, country, gender, age, tenure, balance, credit card usage, active membership status, estimated salary, and churn status. This dataset offers valuable insights into customer behavior and factors influencing churn within the banking industry. By examining the dataset, researchers and analysts can uncover patterns and trends to gain a deeper understanding of customer churn dynamics. This understanding can aid in the development of strategies aimed at improving customer retention rates and optimizing overall business performance.