

Losing bank customers

Data description

- RowNumber—corresponds to the record (row) number and has no effect on the output.
- CustomerId—contains random values and has no effect on customer leaving the bank.
- Surname—the surname of a customer has no impact on their decision to leave the bank.
- CreditScore—can have an effect on customer churn, since a customer with a higher credit score is less likely to leave the bank.
- Geography—a customer's location can affect their decision to leave the bank.
- Gender—it's interesting to explore whether gender plays a role in a customer leaving the bank.
- Age—this is certainly relevant, since older customers are less likely to leave their bank than younger ones.
- Tenure—refers to the number of years that the customer has been a client of the bank. Normally, older clients are more loyal and less likely to leave a bank.
- Balance—also a very good indicator of customer churn, as people with a higher balance in their accounts are less likely to leave the bank compared to those with lower balances.
- NumOfProducts—refers to the number of products that a customer has purchased through the bank.
- HasCrCard—denotes whether or not a customer has a credit card. This column is also relevant, since people with a credit card are less likely to leave the bank.
- IsActiveMember—active customers are less likely to leave the bank.
- EstimatedSalary—as with balance, people with lower salaries are more likely to leave the bank compared to those with higher salaries.
- Exited—whether or not the customer left the bank.
- Complain—customer has complaint or not.
- Satisfaction Score—Score provided by the customer for their complaint resolution.
- Card Type—type of card hold by the customer.
- Points Earned—the points earned by the customer for using credit card.