

# PROJECT 1 – GROUP 6

## PROPOSAL REQUIREMENTS

Responsible	When	What	Link to dataset	Why we chose this dataset?
Prework				
Everyone	May-29	prework about what and why is our dataset	<a href="https://www.kaggle.com/datasets/sakshigoyal7/credit-card-customers/data">https://www.kaggle.com/datasets/sakshigoyal7/credit-card-customers/data</a>	We chose this dataset because it posed interesting questions, and everyone has some personal experience with using credit. It also has quantitative and qualitative data.
Work				
Everyone	June -3	Clean Dataset		
Null Hypothesis	Higher contact rate leads to more existing customers			
Alternative Hypothesis	Lower contact rate leads to less existing customers			
Genie	Question 1	Looking at Total_Revolving_Bal, which demographic category drives the higher outstanding balance: marital status, income bracket, education level, age, etc. 1) Bar chart 2) histogram		
Gunel	Question 2	Which income bracket has the highest credit utilization? Identify the link between income, education, Credit_Limit, Avg_Utilization_Ratio 1) Scatter plot 2) Pie chart		

Isbelis	Question 3	Looking at attrited customer, identify common characteristics, and make suggestions on how to retain customers  1) Box plot 2) Bar chart
William	Linear regression	Find correlation between income vs credit limit.
Inspiration	1. <a href="https://www.kaggle.com/datasets/sakshigoyal7/credit-card-customers/data">https://www.kaggle.com/datasets/sakshigoyal7/credit-card-customers/data</a> 2. <a href="https://www.kaggle.com/code/ranasamirr/credit-card-customers">https://www.kaggle.com/code/ranasamirr/credit-card-customers</a> 3. <a href="https://www.kaggle.com/code/leandrodestefani/1st-place-solution-credit-card-limit">https://www.kaggle.com/code/leandrodestefani/1st-place-solution-credit-card-limit</a> 4. <a href="https://www.kaggle.com/code/ankits29/credit-card-customer-clustering-with-explanation">https://www.kaggle.com/code/ankits29/credit-card-customer-clustering-with-explanation</a>	

## Color Palette

<b>A31621</b> <small>Madder</small>	<b>E9C46A</b> <small>Saffron</small>	<b>053C5E</b> <small>Indigo dye</small>	<b>1F7A8C</b> <small>Teal</small>	<b>DB222A</b> <small>Rojo</small>
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