**Introduction to Data Science Project Proposal**

**Proposal Title:** Multinational Bank Customer Churn prediction.

Customer Churn prediction means knowing which customers are likely to leave or unsubscribe from the banking service. For many companies, this is an important prediction. This is because acquiring new customers often costs more than retaining existing ones. Once we have identified customers at risk of churn, we need to know exactly what marketing efforts we should make with each customer to maximize their likelihood of staying.

In our research, we aim, through EDA, to identify the variables which have the highest correlation with churn, across countries and cultures. The variables identified can then be used to inform banks of what customer activity trends and attributes should be monitored so the bank can make efforts to retain the customers before the account has been closed.

**SMART Question(s):**

What factors affect the Customer Churn rate in multinational banks?

* Does churn depend on Gender?
* Does the account holder’s age group have an influence on churn?
* Does churn depend on status of active account users?
* Does churn depends on different banking service provide by the banks?
* Does a higher/lower credit score of the customer affect churn?
* Does a higher/lower account balance of the customer affect churn?
* Does a user having a credit card with the bank affect their predisposition to churn?
* Does the churn rate depend upon which country the customer belongs to?

**Data Source:** We were exploring which factors might affect the churn rate and with this research we found dataset on Kaggle (“Bank Customer Data for Predicting Customer Churn”). Our dataset consists of 10,000 observations with 12 variables.

<https://www.kaggle.com/datasets/gauravtopre/bank-customer-churn-dataset?resource=download>

**Project GitHub Repository:**

<https://github.com/akhil97/Data_Science_project-T4-DATS6101>