**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 proximity of physical branch affect the churn rate?
* Does churn depend on account balance?
* Does churn depend on active members?
* Does churn depends on different banking services?
* Does increase in fees affect churn rate?
* Does decrease in rate of interests affect churn rate?
* Does churn depend on Gender?
* Does churn depend on age?
* Does churn depend on status of active account users?
* Does poor customer service cause increase in churn rate?
* Does quality of digital tools affect churn rate?
* Does churn depends on different banking service provide by the banks?

**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>