

Scenario

You work as a data analytics engineer for a Ritz Jager Bank, analyzing customer behavior and predicting churn. The dataset provides information on existing credit card customers, including demographic data, financial behavior, and interaction history. Your goal is to build a predictive model to identify customers likely to churn (Attrition_Flag = "Attrited Customer") based on their attributes and behavior. This model will help the bank retain valuable customers and reduce customer churn.

Dataset Link

<https://drive.google.com/file/d/1uD1MQWducAAu1-gEJhIIRZ0wV-zd6-fC/view?usp=sharing>

Answer the following questions

1. Create the data quality report of the dataset you received. What is the issue? How to solve the issue?
2. Solve the data quality issue on the dataset.
3. Create the exploratory data analysis of the dataset.
4. Explain 5 univariate and bivariate analyses that you found interesting.
5. Your company requests that you create a predictive analytics model based on the above problem. Demonstrate the process and show the model performance result