**Predict Credit Card Customer Attrition – Application of Logistic Regression**

Task : Determine the probability of attrition of an account holder within the next six months.

Description : The data is a sample of credit card customer accounts as of Mar-2013 and the attrition has been defined as customers closing their credit card account within the next 6 months (Apr-2013 - Oct-2013).

The sample has a mix of snapshot data as of Mar-2013 and historical data covering past 12 months prior to Mar-2013, including their demographic profile and transaction information.

The dataset contains 10127 rows and 27 columns.

Dataset contains some missing values in the columns which are Customer\_Age and Credit\_Limit. Logistic Regression classifier is used to build the model.

Algorithm: Logistic Regression

Reason for using this Algorithm : Logistic regression is easier to implement, interpret, and very efficient to train. If the number of observations is lesser than the number of features, Logistic Regression should not be used, otherwise, it may lead to overfitting. It makes no assumptions about distributions of classes in feature space.

Accuracy: 91%