Capstone Project 1 Proposal

Problem Description:
Customer retention has always been the key to sustainable growth of a business. With the use of data, marketing campaigns can be more cost-effective not only in attracting new customers but retaining existing customers to generate more growth as well. In this case I'll look into a bank's customer data to discover more about how customers make their choice to stay or leave.

Data:
https://www.kaggle.com/shrutimechlearn/churn-modelling

Approach:
The data will be grouped randomly into three: data, training data and testing data. Summary statistics such as mean, median, variance, correlation and graphs will be used to get some insights of the data. Different regression models will be trained and tested to find a model that fits the data. Then the model will be validated by using testing data and modified if necessary.

Deliverables:
Code
Paper/Slides