Determining ChurnRate Including Ensemble Model

Customers leave for other companies offering better rates and perks that they can use. This data takes the data from a banking institution that is trying to market their credit cards. However, about 30% of the customers leave or churn out from the bank every year. This project performs analysis on the data to try to predict the churn rate and then market better to these potential customers that may be leaving. The accuracy of this model was hovering around 75% and was even worse when comparing it to the actual customers that could be leaving. The models were good at predicting who would stay but did very badly when predicting who would leave. Therefore, an ensemble model was used to try to get better prediction especially with customers who will leave to almost 90% prediction rate. Use Python as this project was built on a Python Jupyter Notebook.