1. Business Objective
2. Data sources
3. Approach Note
4. Model Methodology and Analysis window
5. Feature Selection
6. Model Results

Please find attached data for a Mutual Fund client.

Predictive Model Objective : Develop a redemption model for a mutual fund client. The model will predict the likelihood of a customer to redeem based on market movements.

Data Available:

1. Customer Details (MF Customer Details)
2. Purchase Details (MF\_Model\_base)
3. Redemption Details (MF\_Model\_base)
4. Schemes invested (Financial Services) – Scheme key (MF\_Model\_base)
5. Use macroeconomic parameters, market indices related to Financial Services

Points a) to d) are present in the data shared with you.

Data Dictionary :

* Customer ID = Customer Id
* FA ID = broker\_key
* Scheme Code = Scheme Key
* Txn. No = TRANS NO
* Txn. Sub Type = TRXSUBTYPC
* Year = year\_
* Month = month\_
* Units = units
* Purchase Amount = Plot Amount
* City = City
* Pincode = Pincode
* DOB = DOB
* Risk Appetite = High/Medium/Low
* Occupation/Salaried/Self-employed