PIG E. BANK

A theoretically well-known global bank seeks analytical support for its anti-money laundering compliance division and is determined to improve services to increase customer retention.

OBJECTIVE

Contribute to the development and optimization of models to enhance the efficiency of the bank's compliance program in identifying client loss risk factors and flagging suspicious transaction behavior.

PROJECT & DATA

- Project Brief
- Client Dataset | provided by CareerFoundry

LIMITATIONS

• Customer demographics are limited to gender, age, and country with records of their account balance, estimated salary, membership status, etc.

TECHNIQUES APPLIED

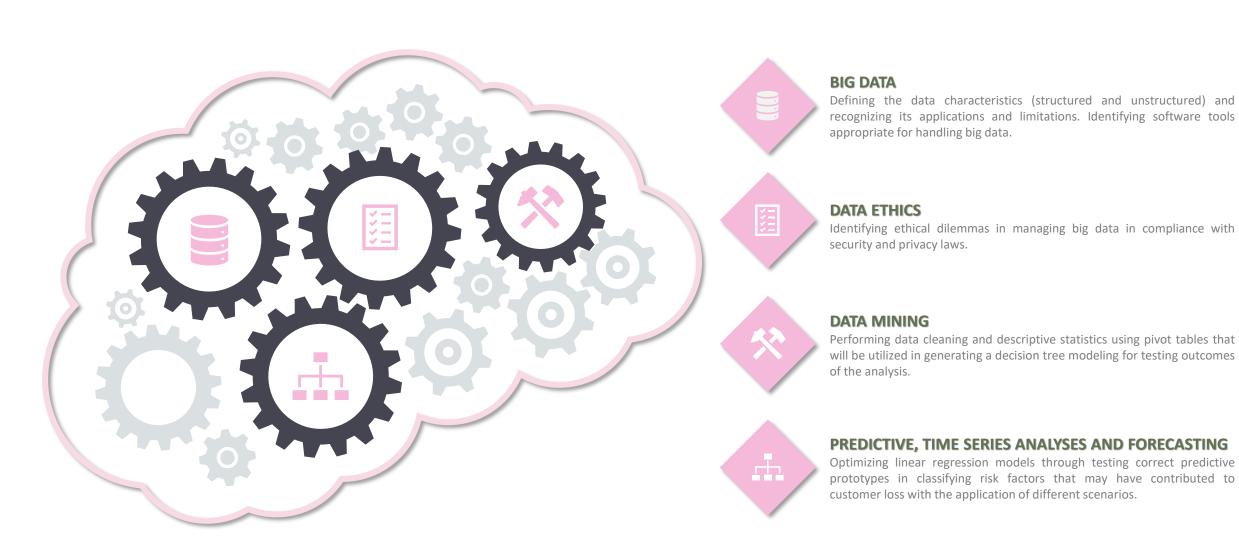
- Big Data Management
- Data Ethics
- Data Mining
- Predictive Analysis
- Time Series Analysis and Forecasting

TOOLS





DATA MANAGEMENT



CUSTOMER RETENTION ANALYSIS



There is a **notable percentage** of customers that have **closed** bank accounts.

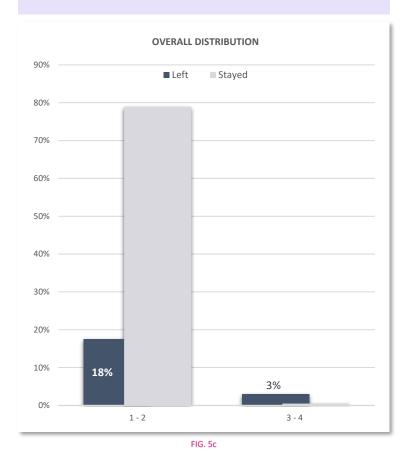


Non-active customers are likely to exit.



FIG. 5b

18% of the clients with 1-2 products have left.



Clients residing in **Germany** have a significant proportion of **withdrawing** services.

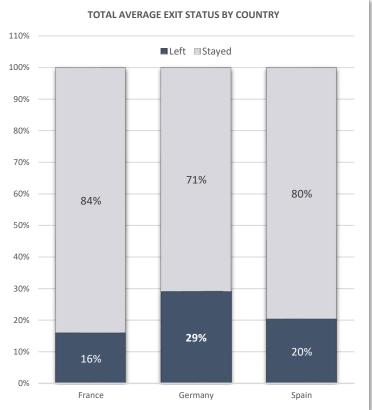


FIG. 5d

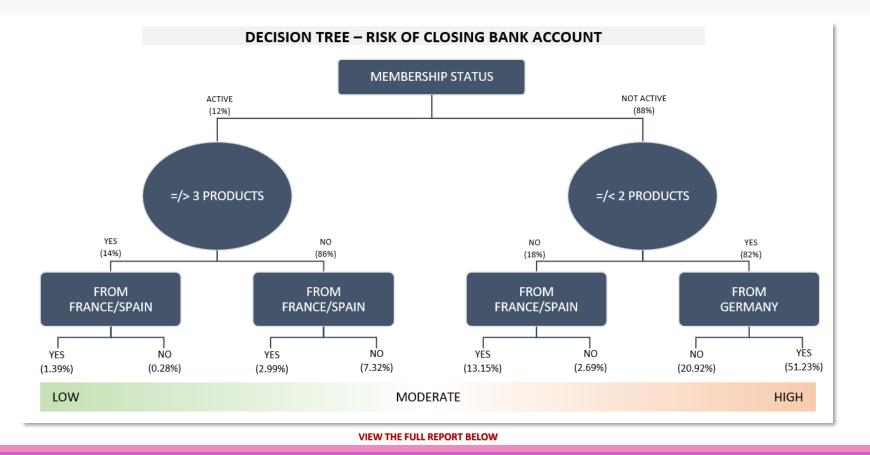
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PREDICTIVE MODEL ANALYSIS



The **factors** that have a **substantial impact** on customer attrition are **non-active members** that had **one to two products**. Additionally, the residential location, specifically the **German** market, poses a **higher risk** of customers terminating their relationship with the bank, even when demographic information is not taken into account.



RECOMMENDATIONS

CUSTOMER PERSERVATION

BUSINESS DEVELOPMENT

Implement banking strategies aimed at driving product sales within the target markets of France and Spain, targeting potential clients and business communities.



CUSTOMER BEHAVIOR ANALYSIS

Undertaking a survey to gain insights into the specific needs of customers, including those who are planning to terminate their accounts, with the aim of addressing thei concerns and improving customer retention rates.

PRODUCT EVALUATION

Examine the products and services provided to various demographic groups to enhance and develop innovative solutions aimed at converting non-active members.

RESEARCH & DEVELOPMENT

Perform a marketing research analysis on the German market to delve deeper into the factors contributing to the elevated customer attrition risk.

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