Credit Card Customer Analysis Documentation

Dataset: https://www.kaggle.com/datasets/whenamancodes/credit-card-customers-prediction

Performed using AWS S3, Glue, Athena, Quicksight.

1. Dataset found at kaggle.com: *Credit Card Customers Prediction*
   a. Data Cleaning: Cut Down Dataset to 200 Records from original 17,000 records for simplicity

Credit Card Customers Prediction

Predict Churning Customers

Data   Code (2)   Discussion (0)

About Dataset

A manager at the bank is disturbed with more and more customers leaving their credit card services. They would really appreciate if one could predict for them who is gonna get churned so they can proactively go to the customer to provide them better services and turn customers' decisions in the opposite direction.

I got this dataset from a website with the URL as https://leaps.analyttica.com/home. I have been using this for a while to get datasets and accordingly work on them to produce fruitful results. The site explains how to solve a particular business problem.

Now, this dataset consists of 10,000 customers mentioning their age, salary, marital_status, credit card limit, credit card category, etc. There are nearly 18 features.

We have only 16.07% of customers who have churned. Thus, it's a bit difficult to train our model to predict churning customers.

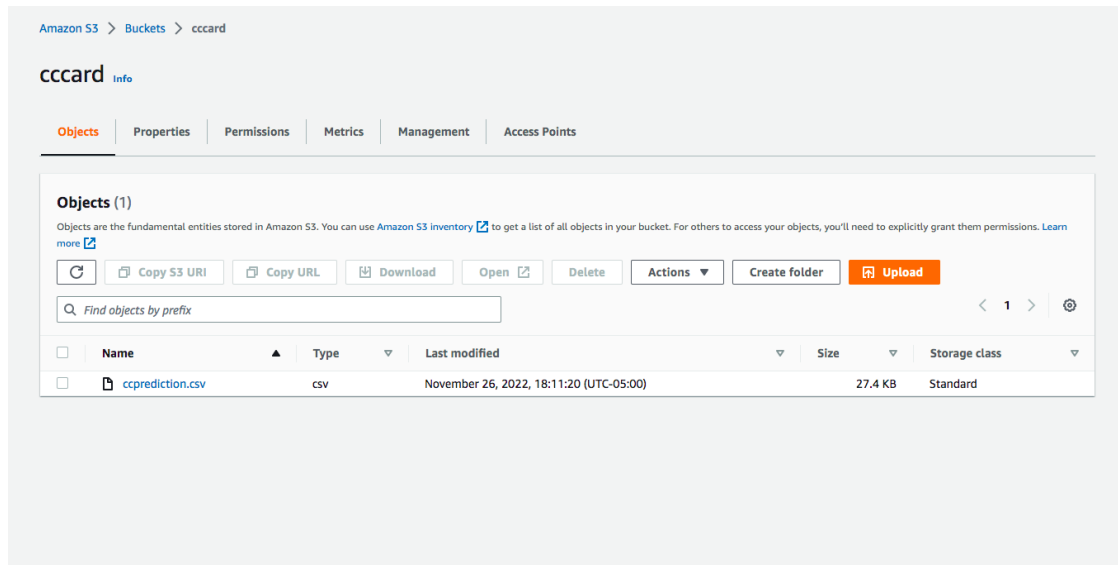### Data Dictionary

Usability ⓘ
10.00

License
CC0: Public Domain

Expected update frequency
Never

Total_Revolving_Bal

2. CSV file imported into AWS S3 Bucket

3. IAM Role created to give permission to user for AWS Glue

4. AWS Glue Crawler: ETL job populates Glue Catalog Tables from CSV file in S3 (uses metadata to assess table format)

5. Athena Queries: SQL statements executed on data stored in Data catalog, extracted from the Glue crawler job. Results stored in a separate S3 bucket.

6. Quicksight Visualizations executed from S3 bucket containing results of Athena Queries

Average Total Revolving Balance by Gender and Customer Age