



Predicted Churned Customers For Lloyd Bank Group

Features Selection

- ▶ Age
- ▶ Login Frequency
- ▶ Gender
- ▶ Marital Status
- ▶ Income Level
- ▶ Service Usage
- ▶ Categorical Features will be in 'Label Encoding'

Train Valid Test Split

- ▶ 75-15-10 as a golden ratio for XGBoost Model
- ▶ Automatic Threshold Tuning For Calibration

EVALUATION

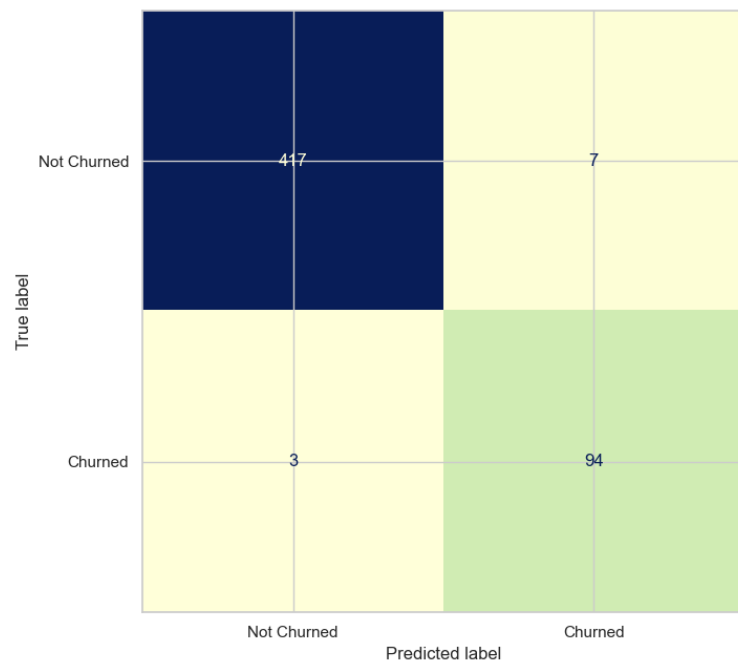
--- Model Reliability Report ---

Balanced Accuracy: 0.9763

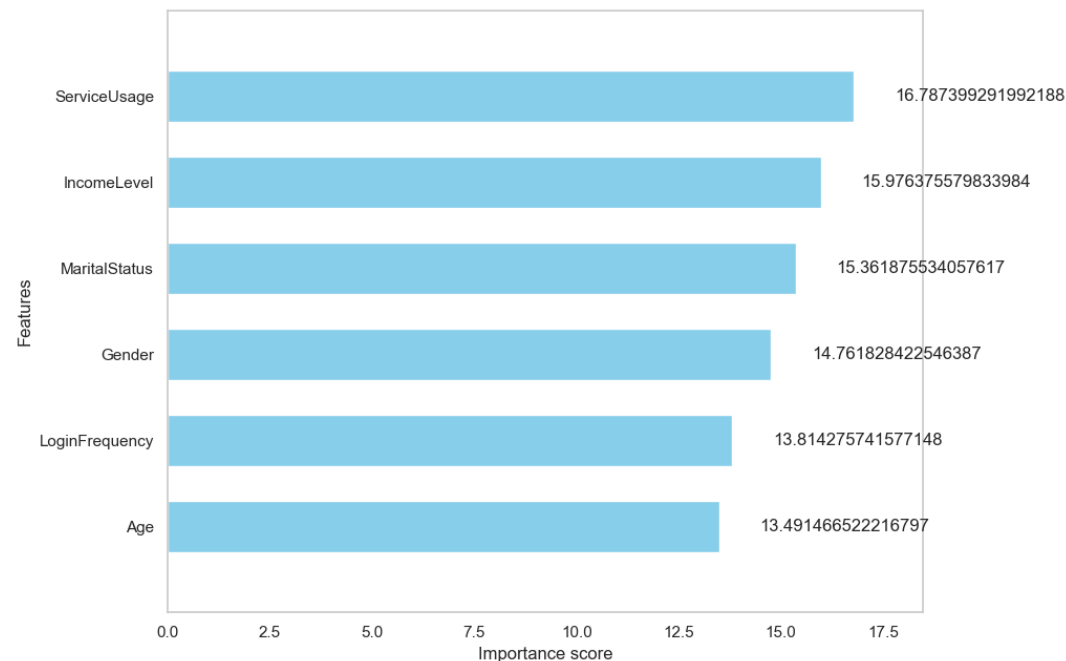
	precision	recall	f1-score	support
Not Churned	0.99	0.98	0.99	424
Churned	0.93	0.97	0.95	97
accuracy			0.98	521
macro avg	0.96	0.98	0.97	521
weighted avg	0.98	0.98	0.98	521

Predictive Performance Visualization

XGBoost: Confusion Matrix (Threshold: 0.64)



XGBoost: Feature Importance (by Gain)



Fidelity Check

