

# CHURN MODELLING REPORT

SUPER DATA SCIENCE: DATA SCIENCE A-Z: MODULE-14

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2019-NOV-14 | JUKKA KANSANAHO

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	coefficient	p-value	Odds-ratio
const	-3,9125759	3,84E-61	
CreditScore	-0,0006749	0,01604464	0,9993
Age	0,07265503	3,24E-175	1,0754
Tenure	-0,0158791	0,08932416	0,9842
NumOfProducts	-0,0950198	0,0456254	0,9094
IsActiveMember	-1,0757759	1,01E-77	0,341
Germany	0,74759547	1,44E-30	2,1119
Female	0,52672136	3,97E-22	1,6934
Log_Balance	0,06902626	7,62E-07	1,0715

- Active members least likely to leave
- German and female customers most likely to leave