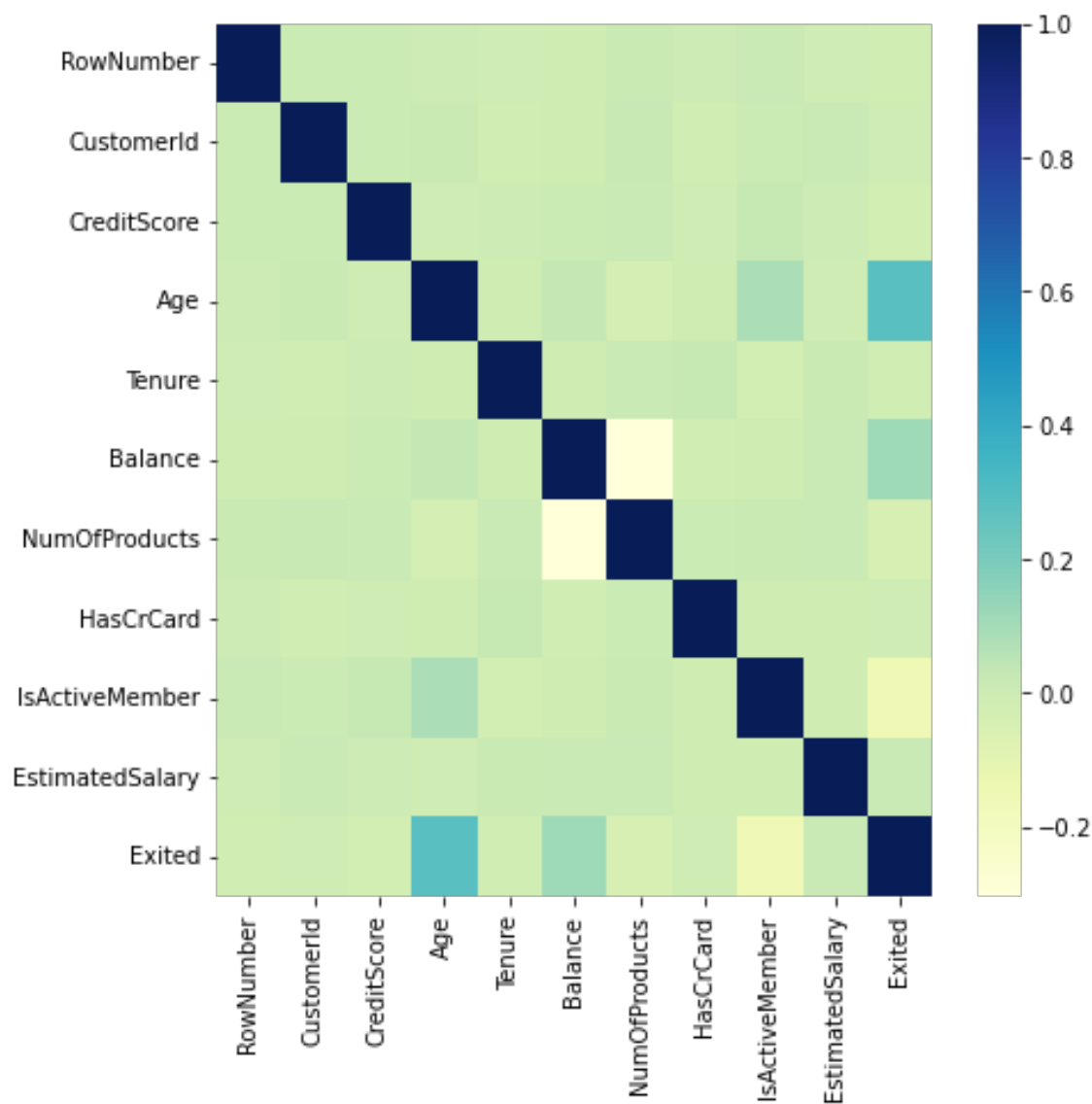# Customer Bank Churn Classification MVP

By Asteway Kebede

This bank churn analysis and model is to predict if a customer is likely to leave or stay with a banking institution. By understanding the behaviors of customers, they can improve customer retention and increase new customers.

Running our base models without feature engineering using the default 50% threshold, we get the results below:
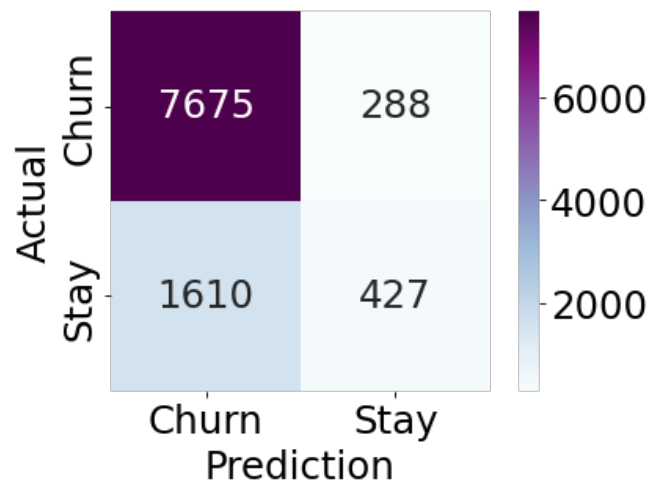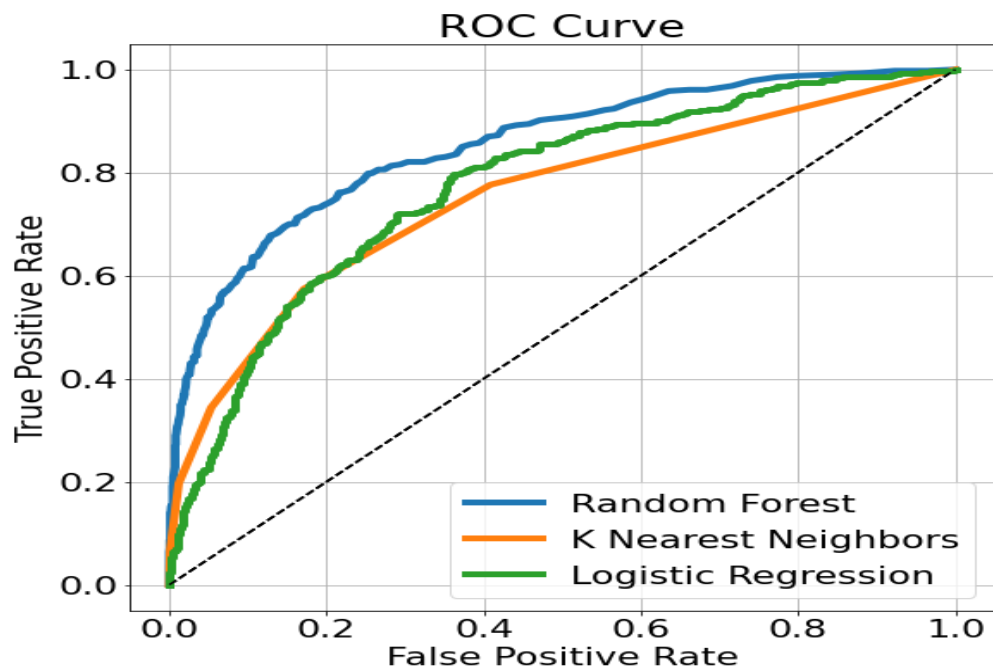
Next Steps:
- Perform Feature Engineering using
  - Credit Score
  - Age
  - EstimatedSalary or Balance

- Run model with additional algorithms to find best performing model