

Bank Churners

Credit Card Customers

T5 bootcamp data science project-Maha Aladwani

Presentation **Objects**

About the project goal

Questions that needs to be answerd

Explaine the data

Algorithms

Conclusion

Project Goal

This study aims to predict of which customer is going to get churned so we can get to the conclusion of provide them better services, by analyzing the data.

Questions

- Who is likely to Attrited?
- What is the relation between customer age and attrition flag?
- What is the most used card?
- What is the relation between Income Category and Credit limits?

The data

The dataset is available on kaggle. it has 23 features and more than 10,000 rows.

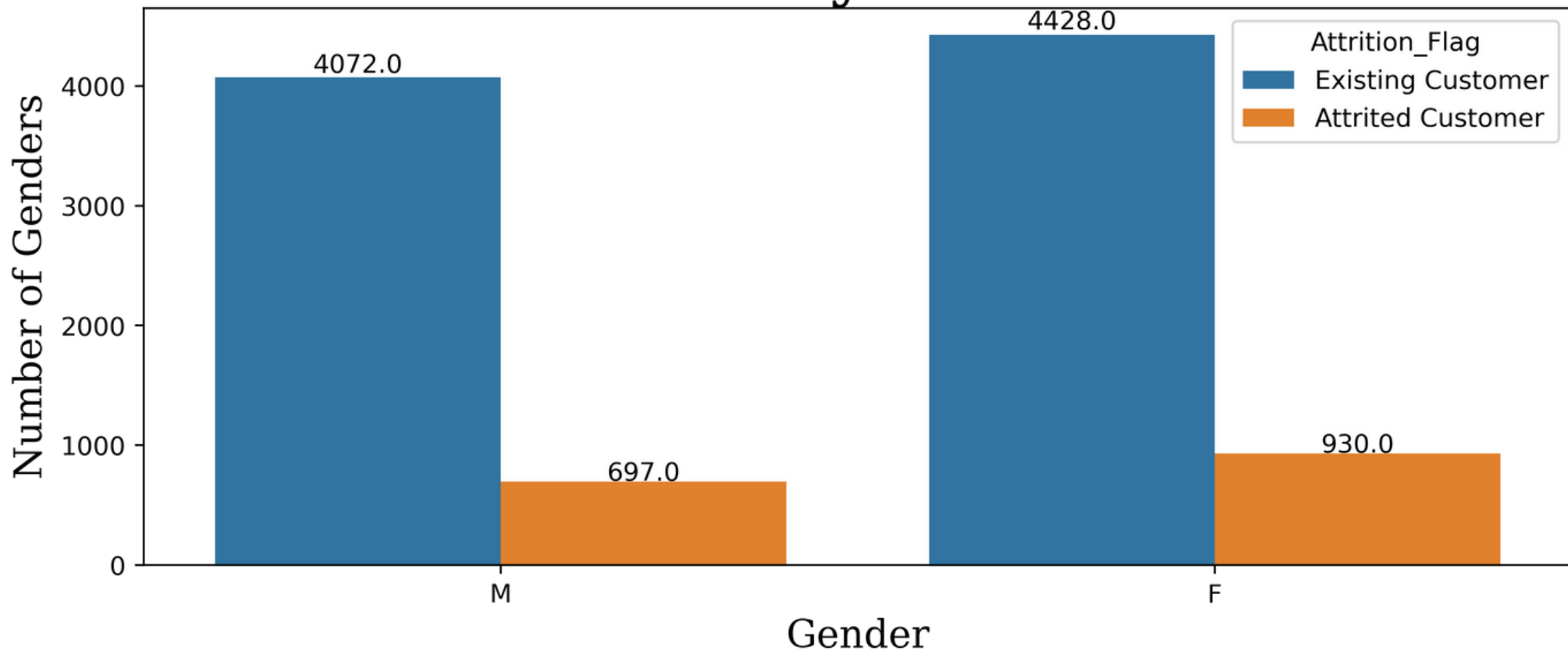
the challenges that I had is create a relations between the features, so I used pandas library to explore and understand the data, also used matplotlib.pyplot, seaborn libraries to visualize the data and finally used colorspacious library to save the figures.

Question 1

Who is likely to Attrited?

Algorithms

Who is likely to Attrited?



Who is likely to Attrited?

There are a 4769 Male and a 5358 Female customers in total. We can see that females are more likely to attrite.

What we need to do?

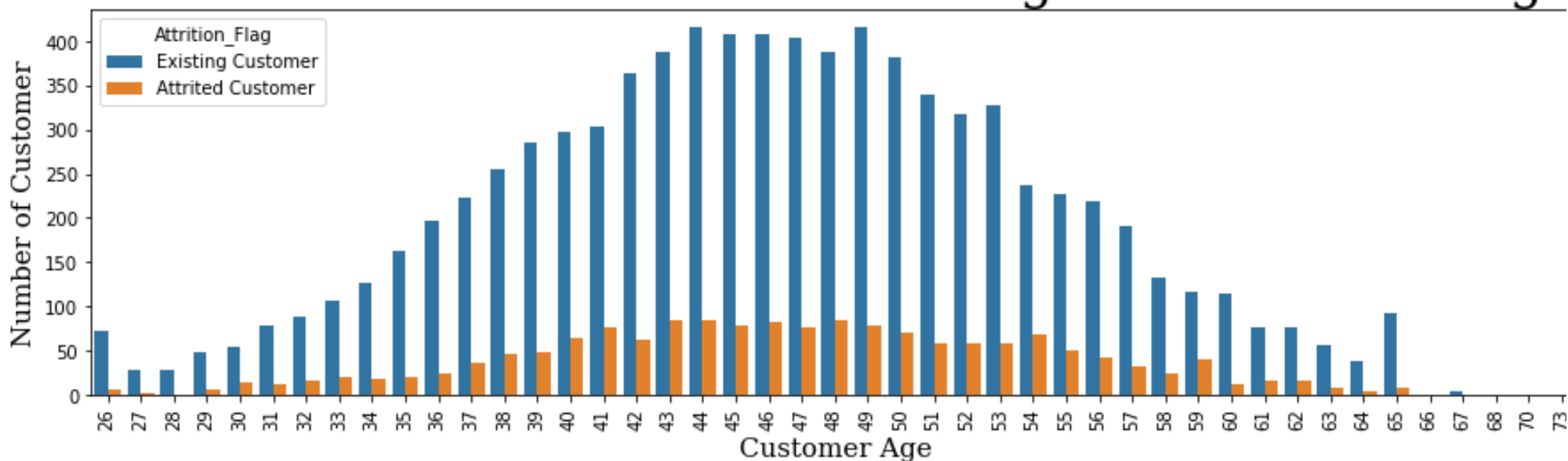
- bank marketers must be aware of women consuming psychology and behavior.
- offer customized services to their target customers

Question 2

What is the relation between customer age and attrition flag?

Algorithms

The relation between customer age and attrition flag



What is the relation between customer age and attrition flag?

There are a 1627 attrited customer and a 8500 existing customer.

We can see that most attrited customers age is from 37 to 57 years old.

What we need to do?

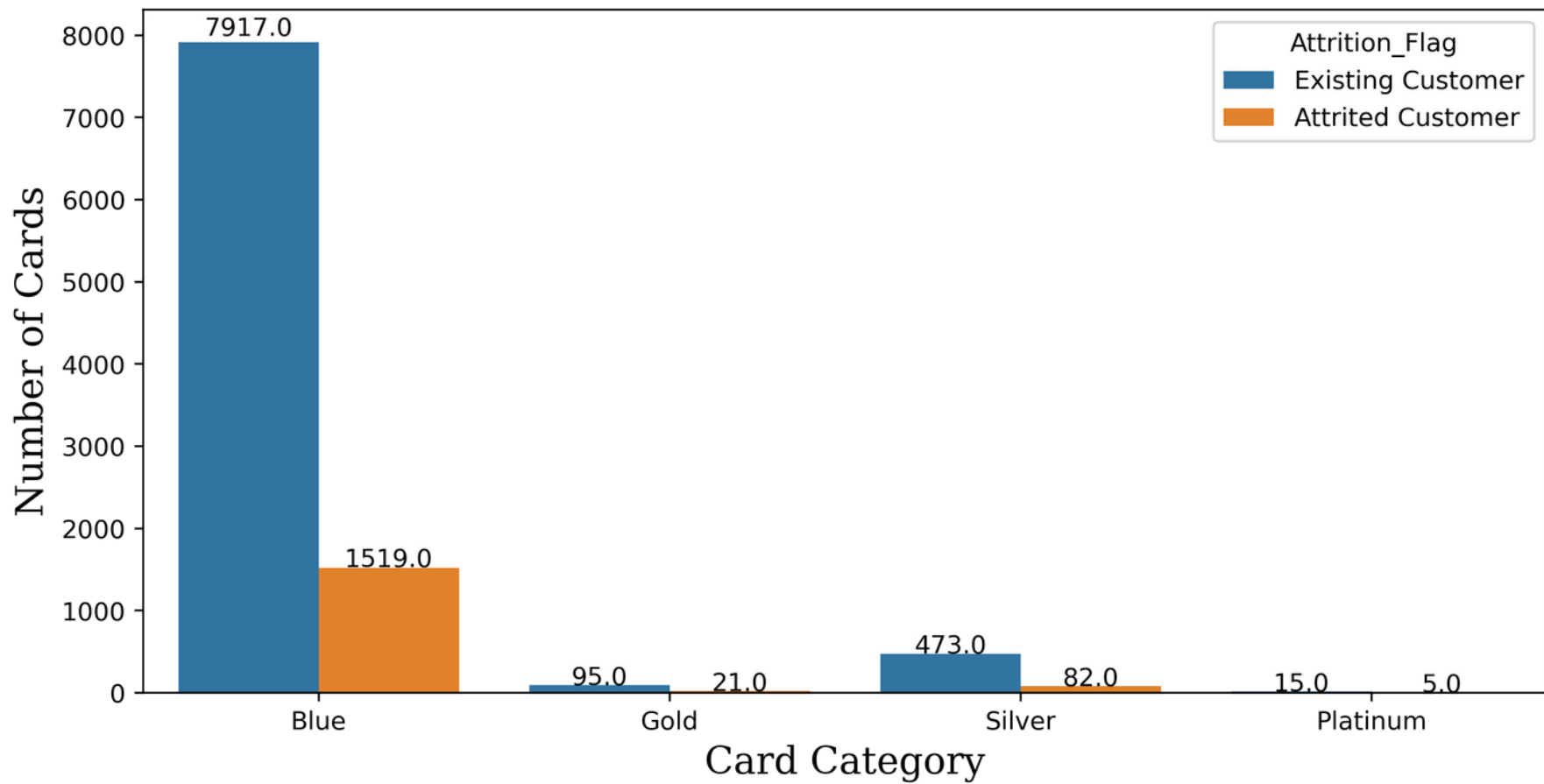
- understanding of the customers needs based on age.
- offer parents deal offers.

Question 3

What is the most used card?

Algorithms

The most used card



What is the most used card?

There are a 7917 existing customer that uses the blue card and 1519 attrite customers.

we can notice that most customers has a blue card, and after them are the ones that uses the silver card.

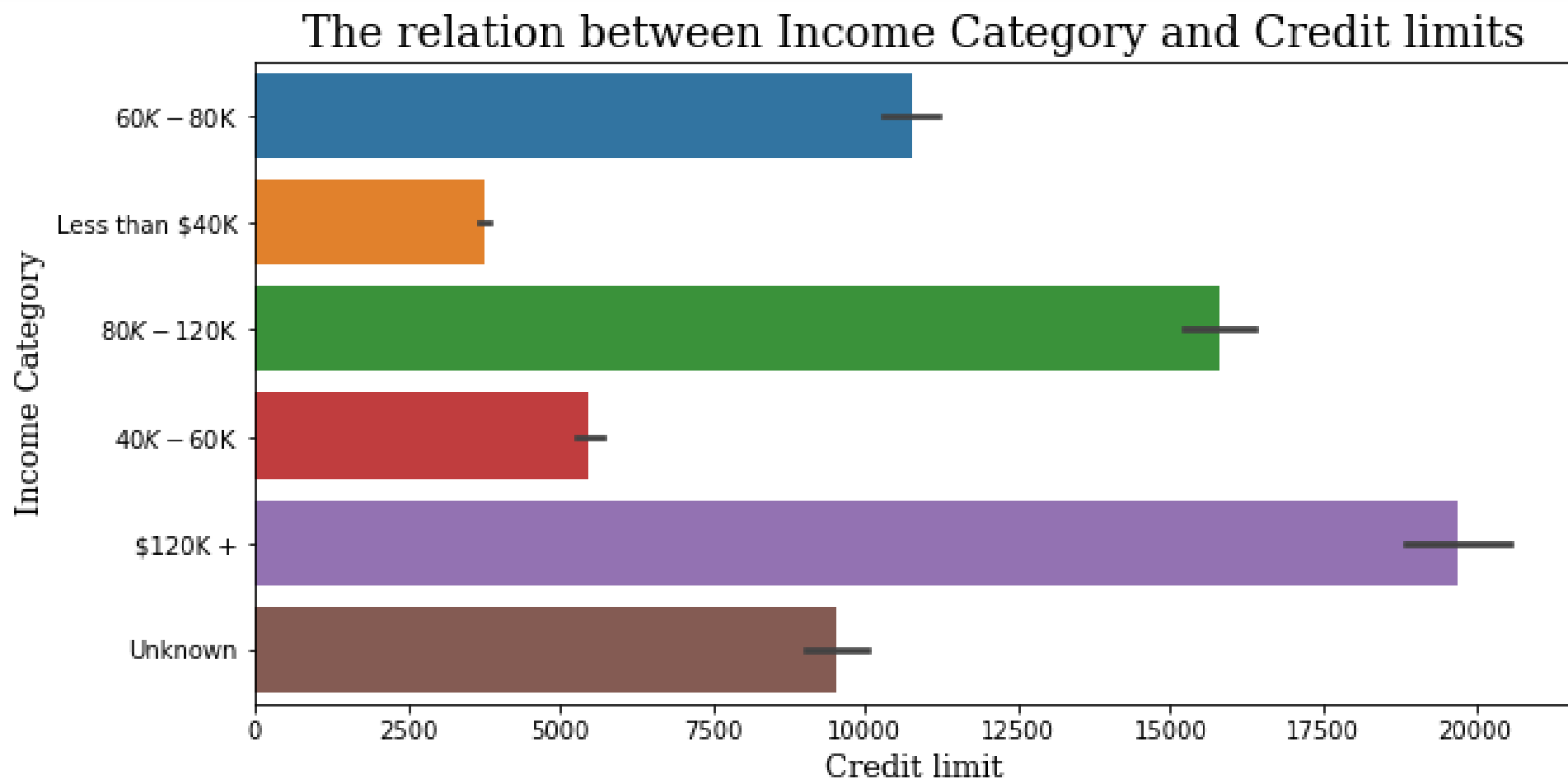
What we need to do?

- Market each card to build diverse categories of clients.

Question 4

What is the relation between
Income Category Credit limits?

Algorithms



what is the relation between Income Category Credit limits?

There is a positive relation between income Category and Credit Limit.

- the more income the customer have the more credit limit the customer will have
- cutomers who have 120k+ income have the most creadit limit

What we need to do?

- Provide opening a bank account online and other services to attract new customers.

Conclusion

- The number of female customers are greater than male customers.
- Highest existing customers are from 37 to 57 years old.
- Most existing customers has a blue card.
- the more income the customer have the more credit limit the customer will have.