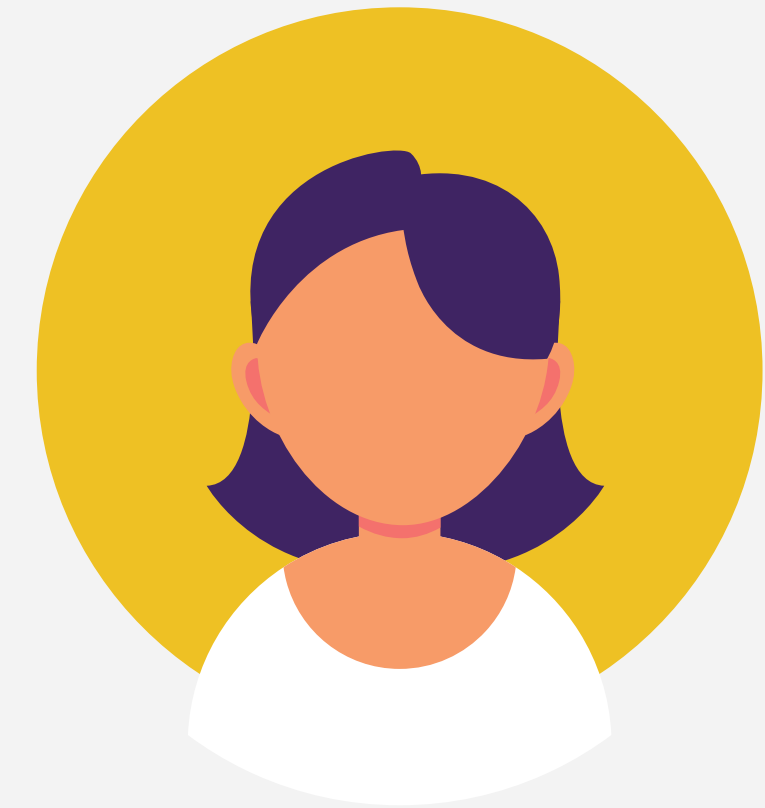
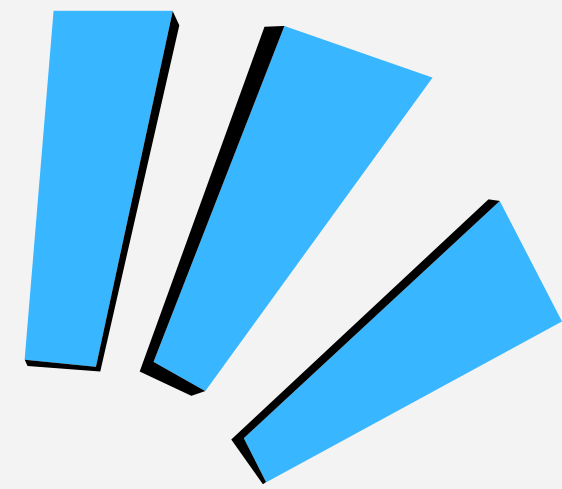




Data Analysis Bootcamp



Meet The Data Team



**Afnan
Al-Shammari**



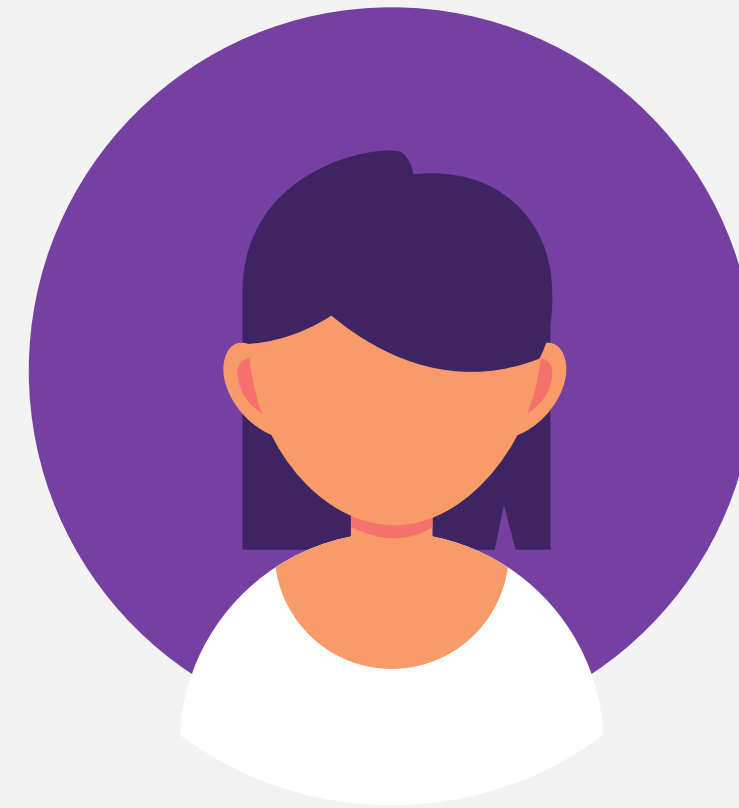
**Reuof
Al-Qahtani**



**Najwa
Al-Sanani**

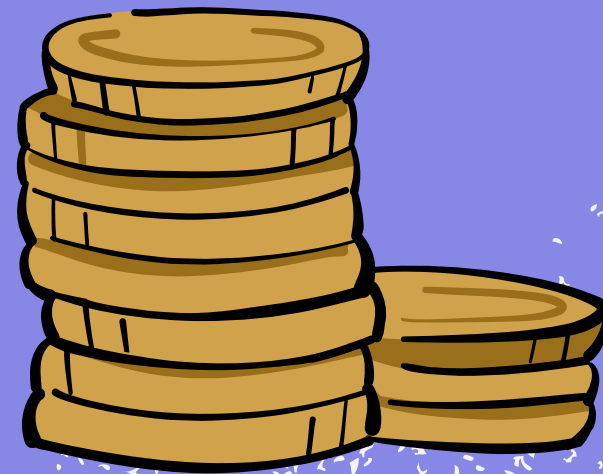


**Leen
Al-Shehri**



**Bayan
Al-Harbi**

Outline



- Problem Statement
- Dataset Overview
- User Behavior
- User Transactions
- Notifications and Device type for each user
- Churn Rate
- RFM Metrics
- Recommendations

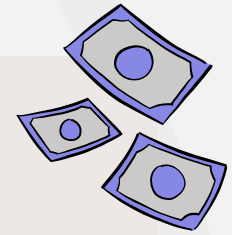
Problem Statement

Challenge :

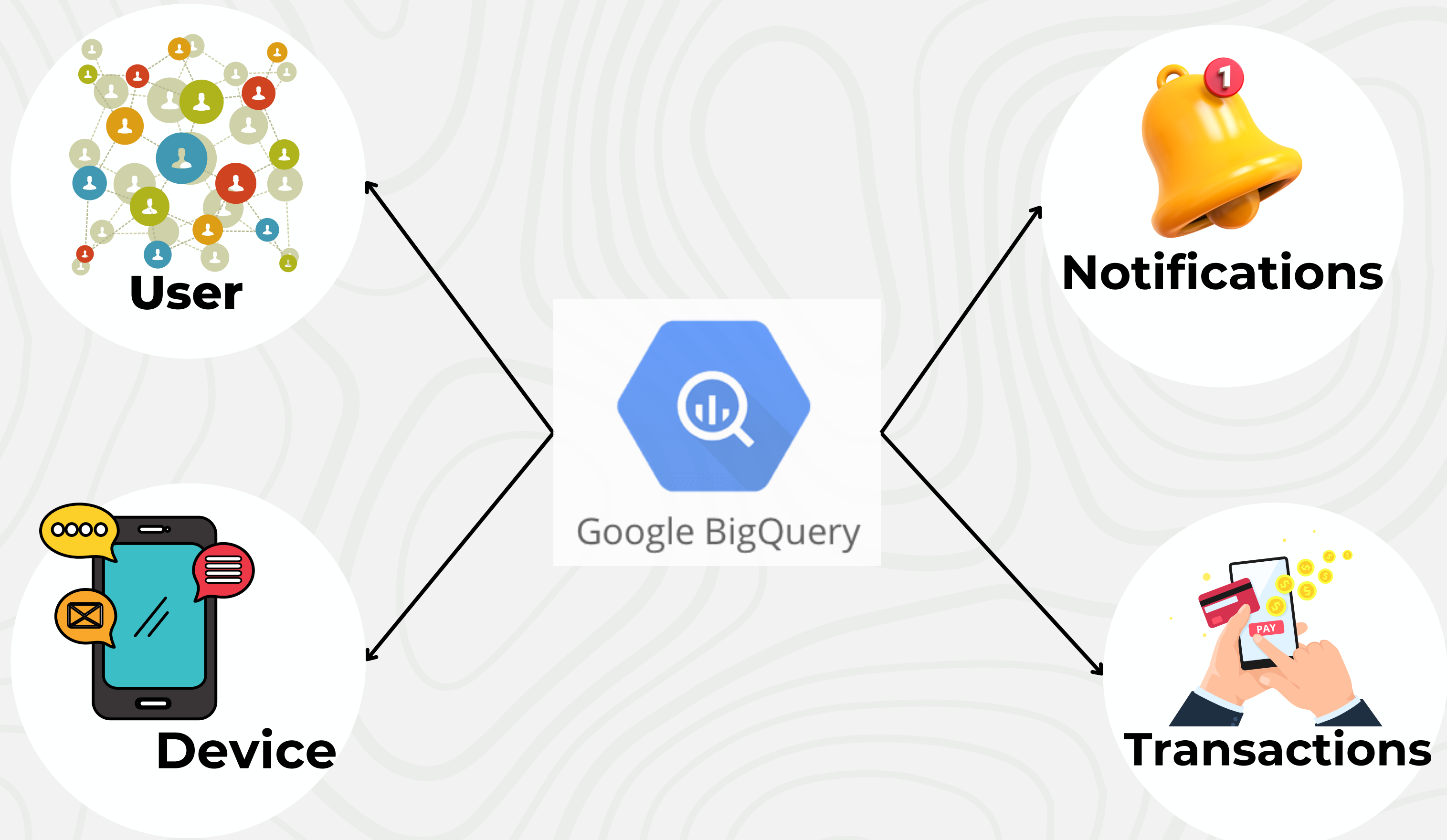
**Improve user behavior
and reduce churn rate**

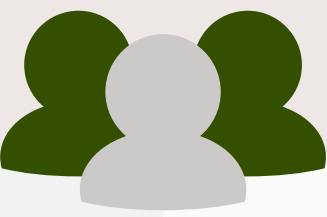
Solution :

**Utilize user data and analytics for
personalized recommendations and
proactive communication, fostering
seamless user experiences and long-
term engagement.**



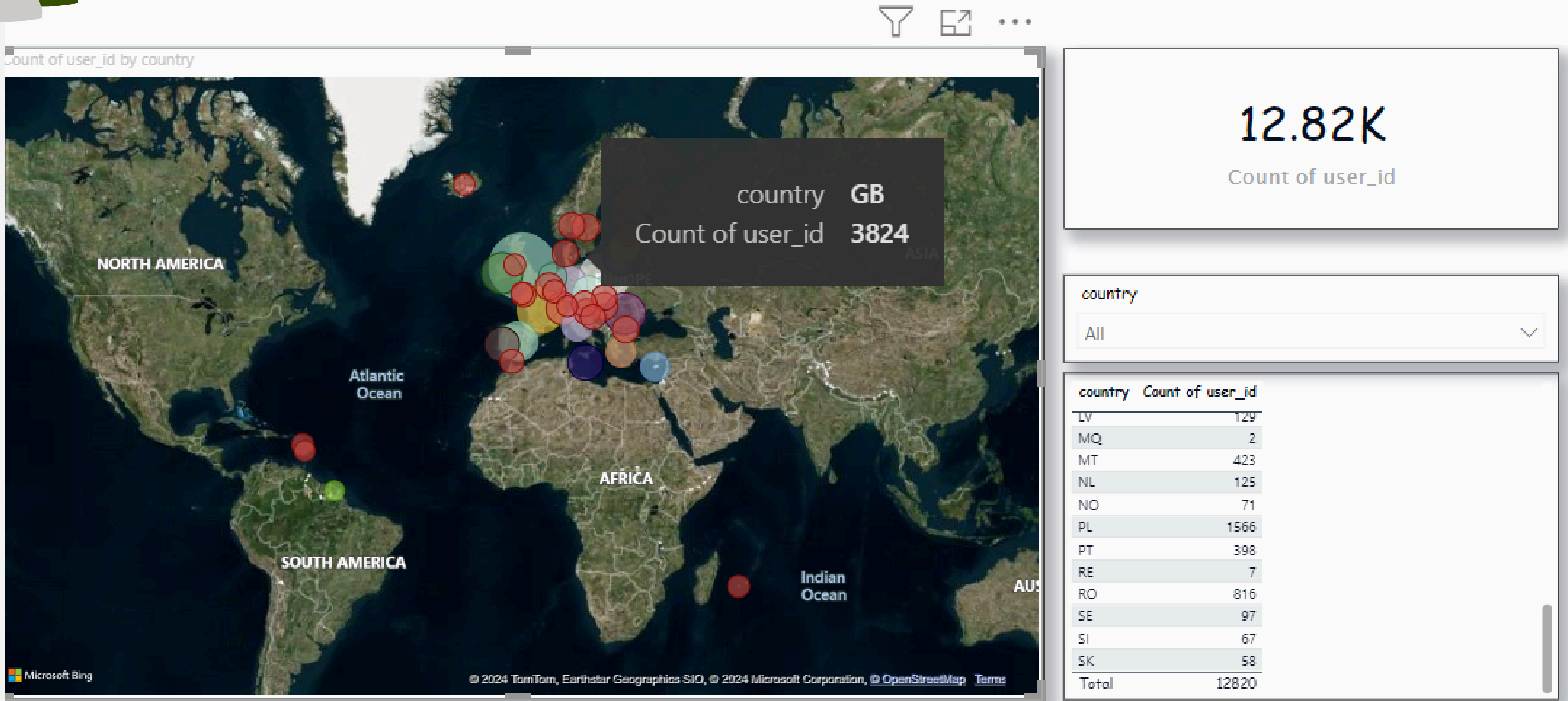
Dataset Overview





User Behavior

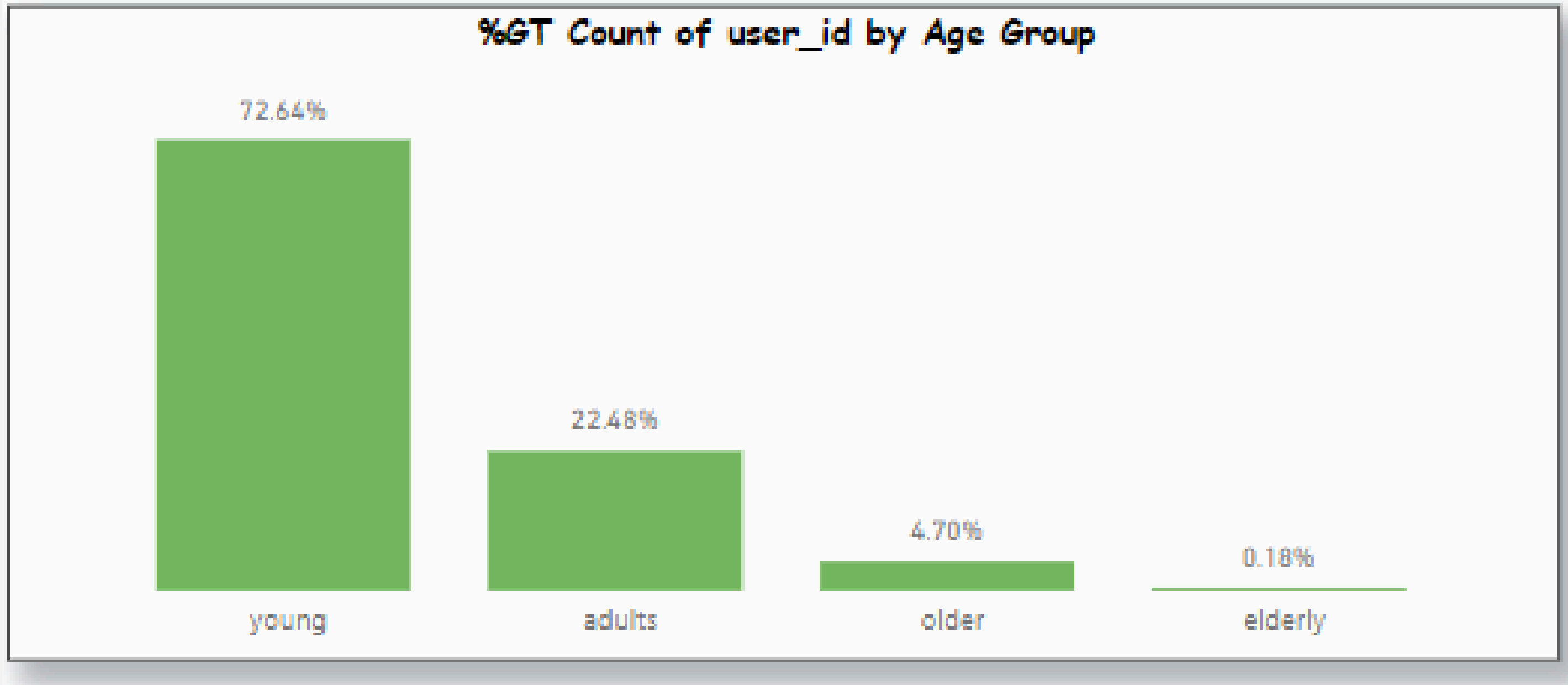
Describe where the most active of user's located based in the country



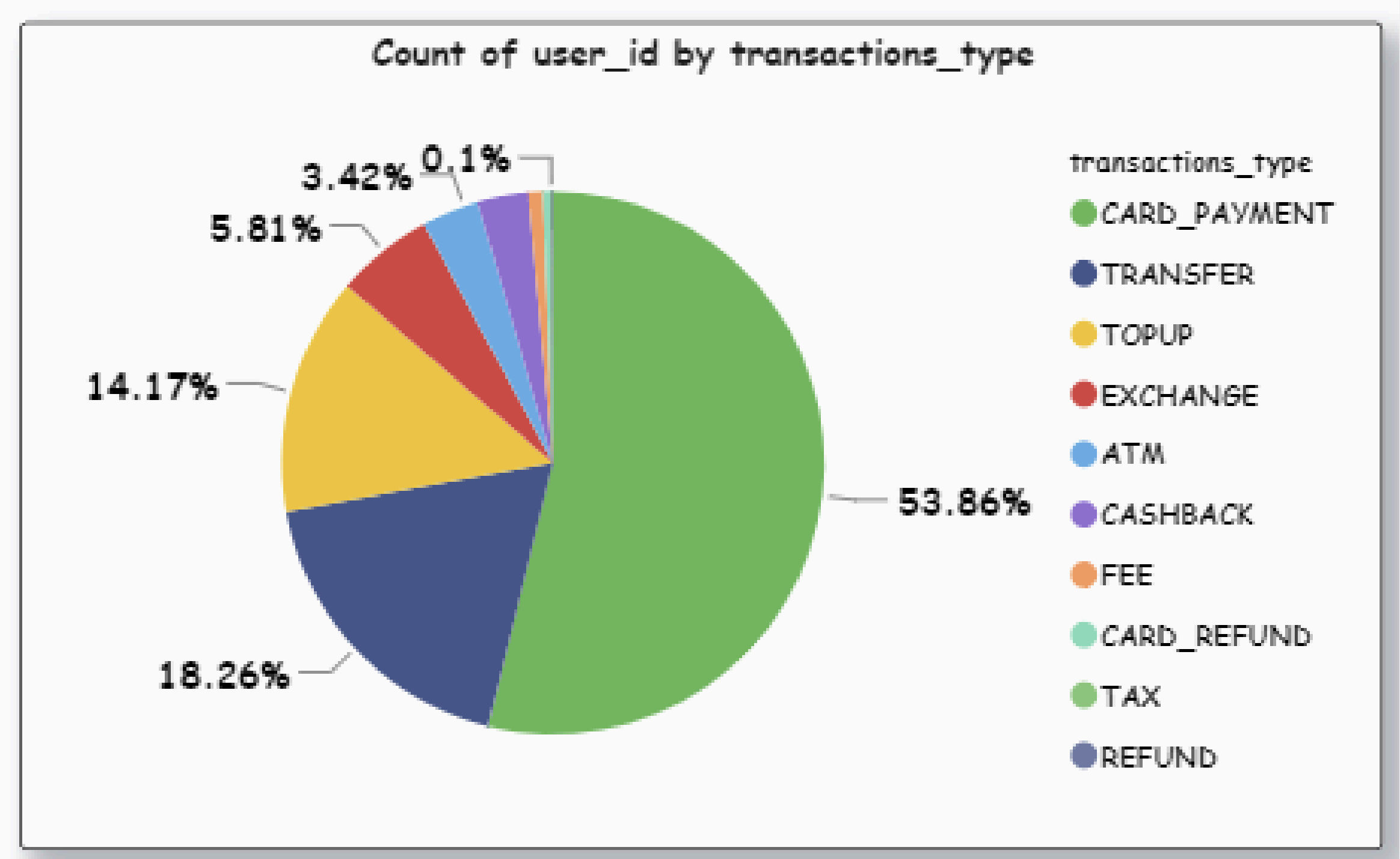


User Behavior

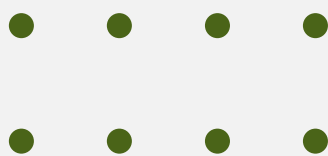
We divided the age groups into 4 categories: of our bank customer to can see the most of age used our app.



User Transactions

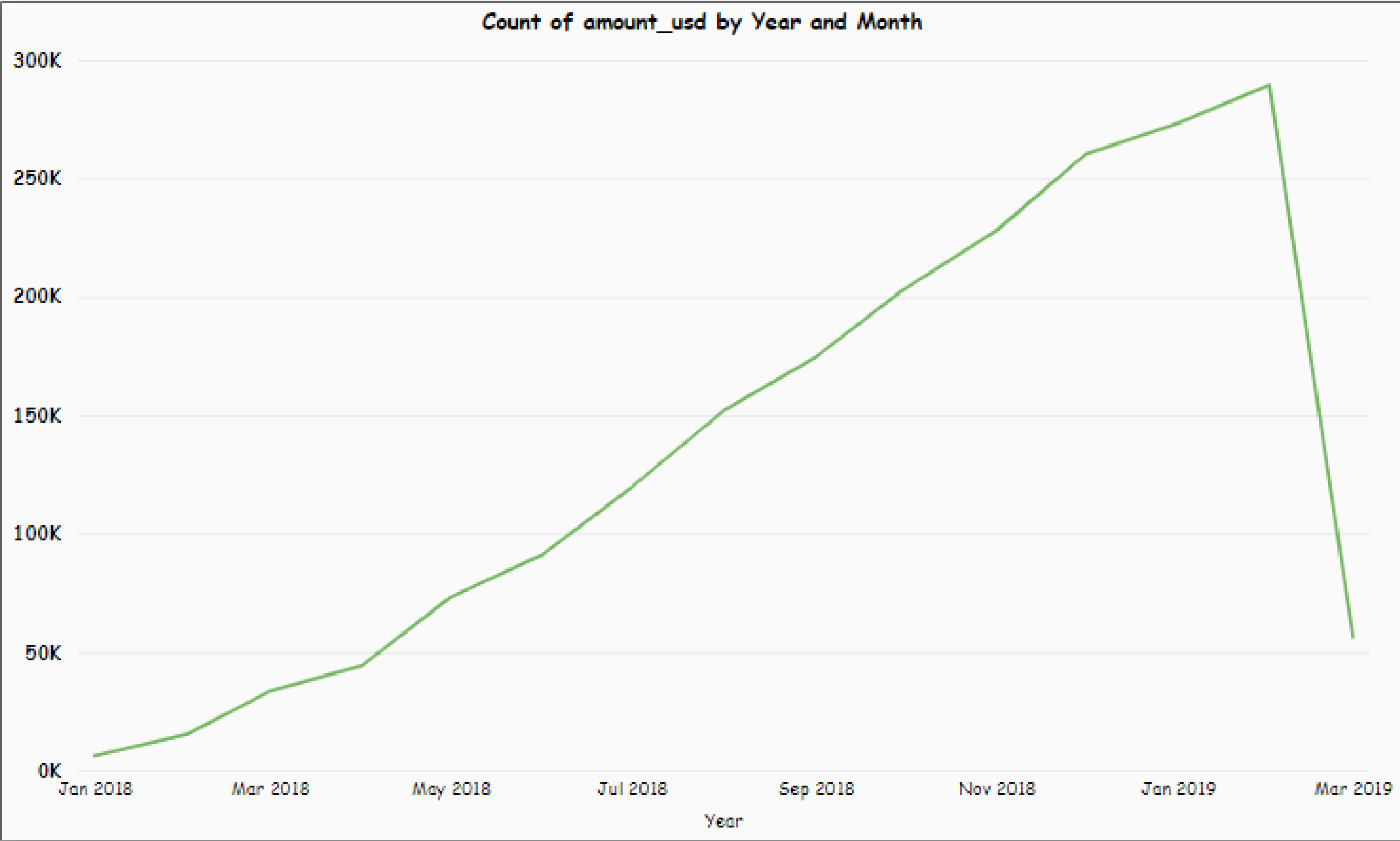


We have counted the most frequently used of transaction_type based on transaction_ID.



User Transactions

The chart for analysis count amount used by year and month



transactions_type

All

transactions_state

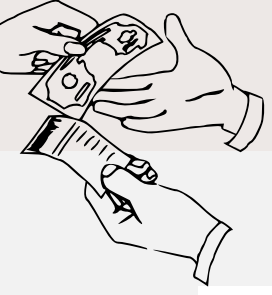
All

1/1/2018

3/5/2019

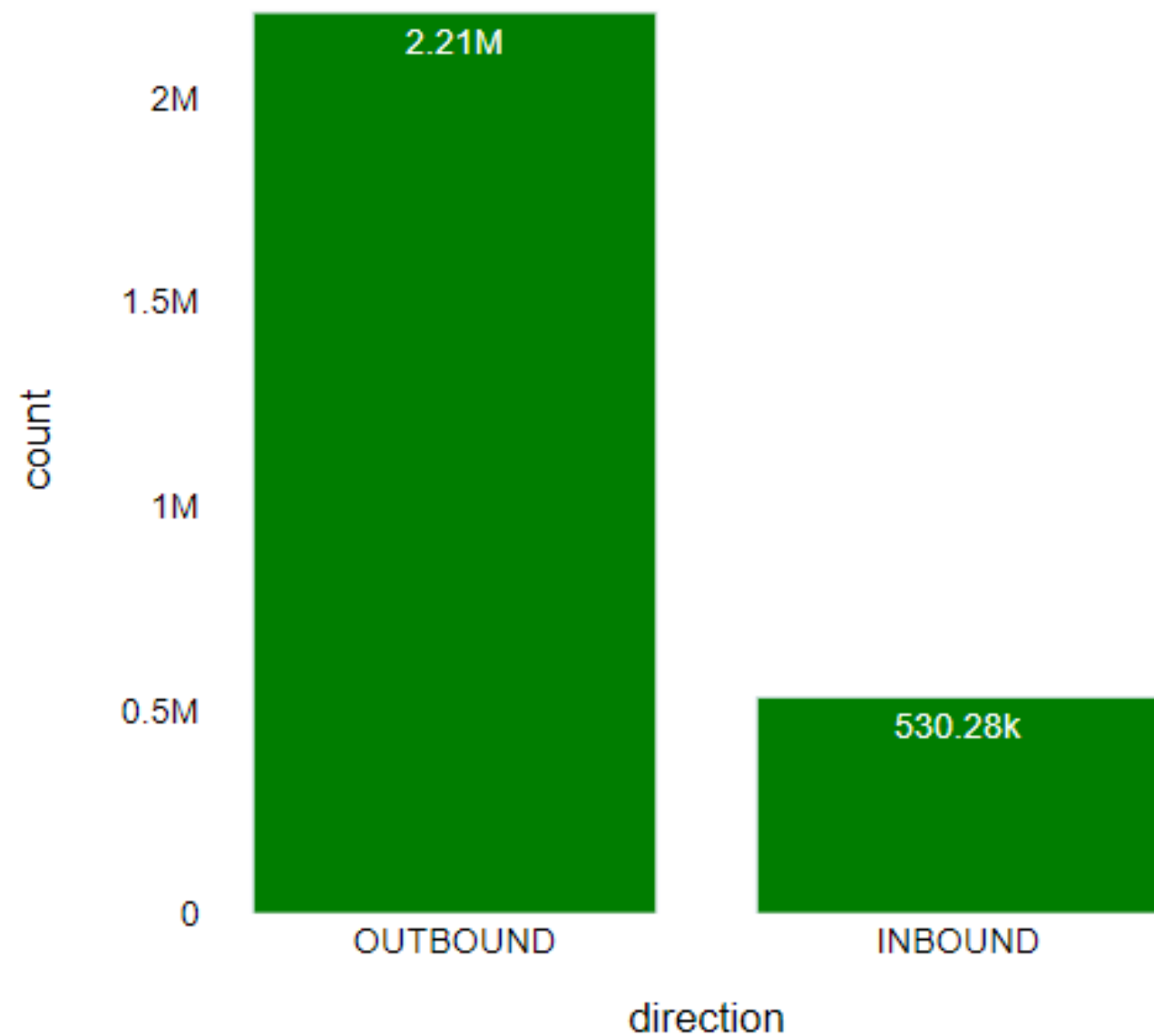


User Transactions

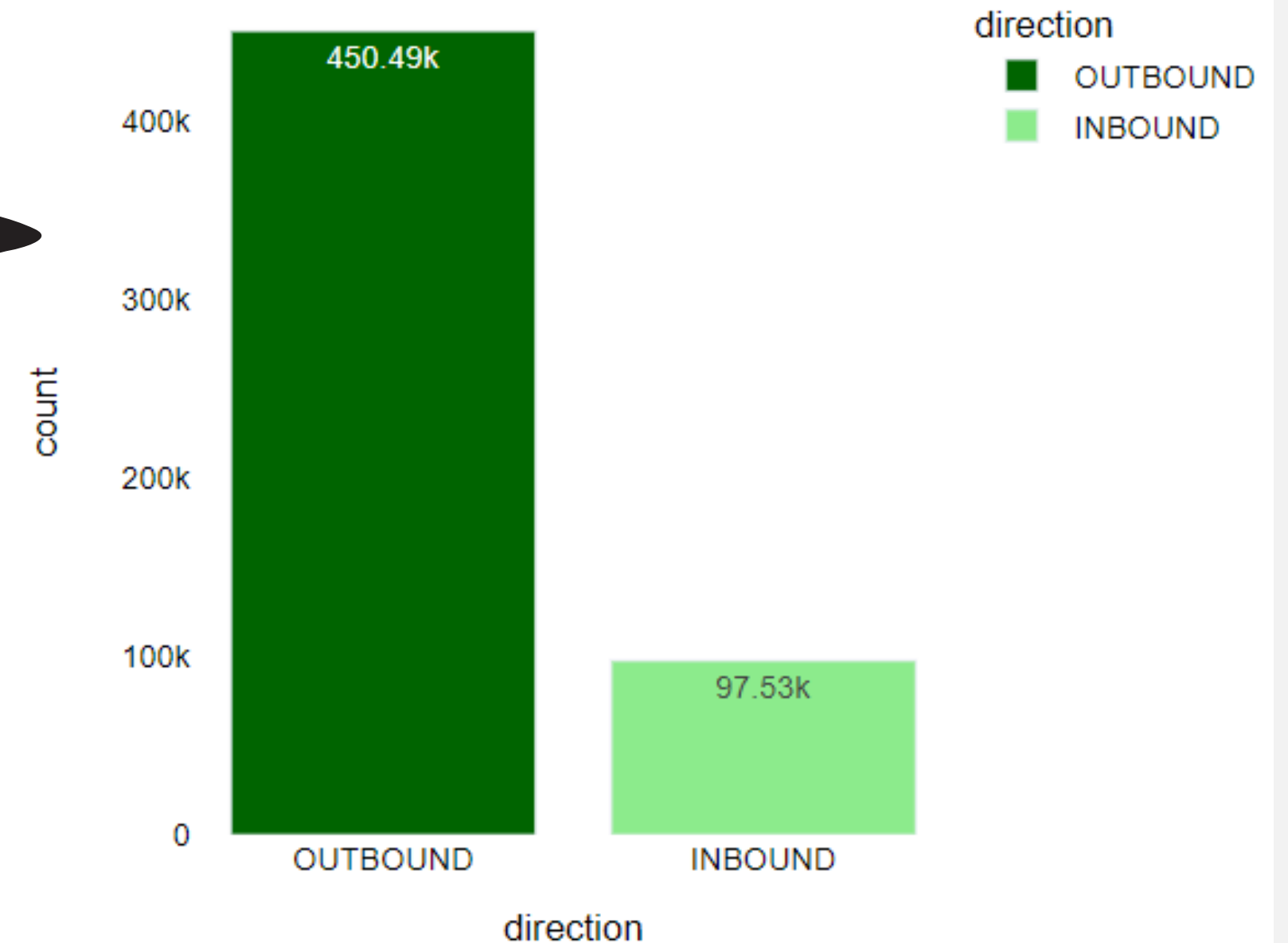


Presents a detailed statistical analysis of user transactions, including the distribution of predicted directions and the distribution of outbound and inbound directions.

Direction Distribution



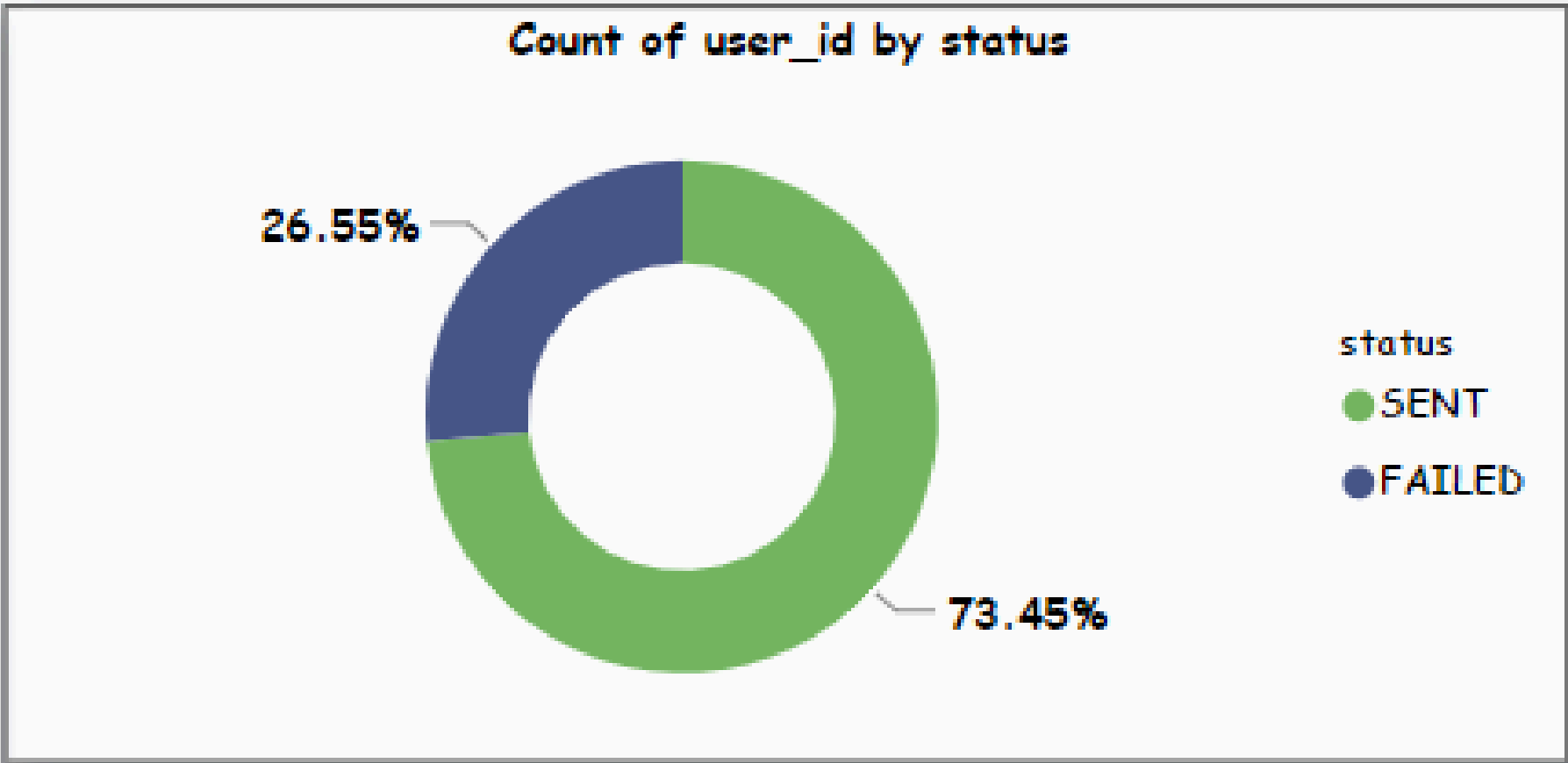
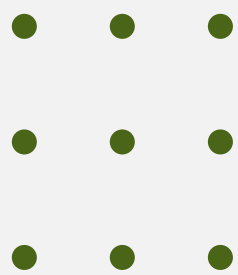
Distribution of Predicted Directions





Notifications and Device type for each user

Presents two types of status, also show the most commonly used brands and channels by users.



Android
9714
Count of user_id
Apple
9673
Count of user_id
Unknown
43
Count of user_id

channel	Count of user_id
EMAIL	61253
PUSH	57683
SMS	2877
Total	121813

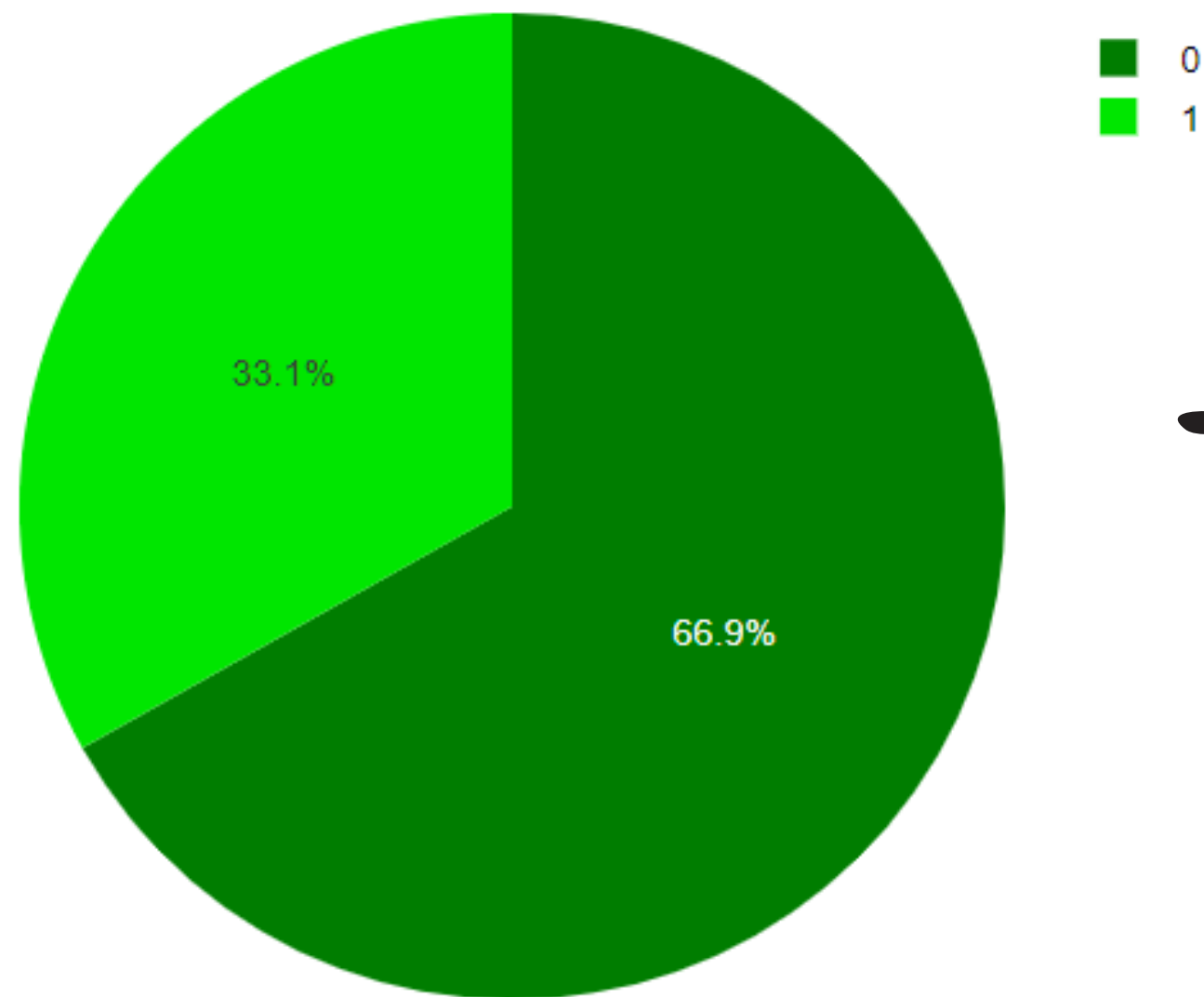




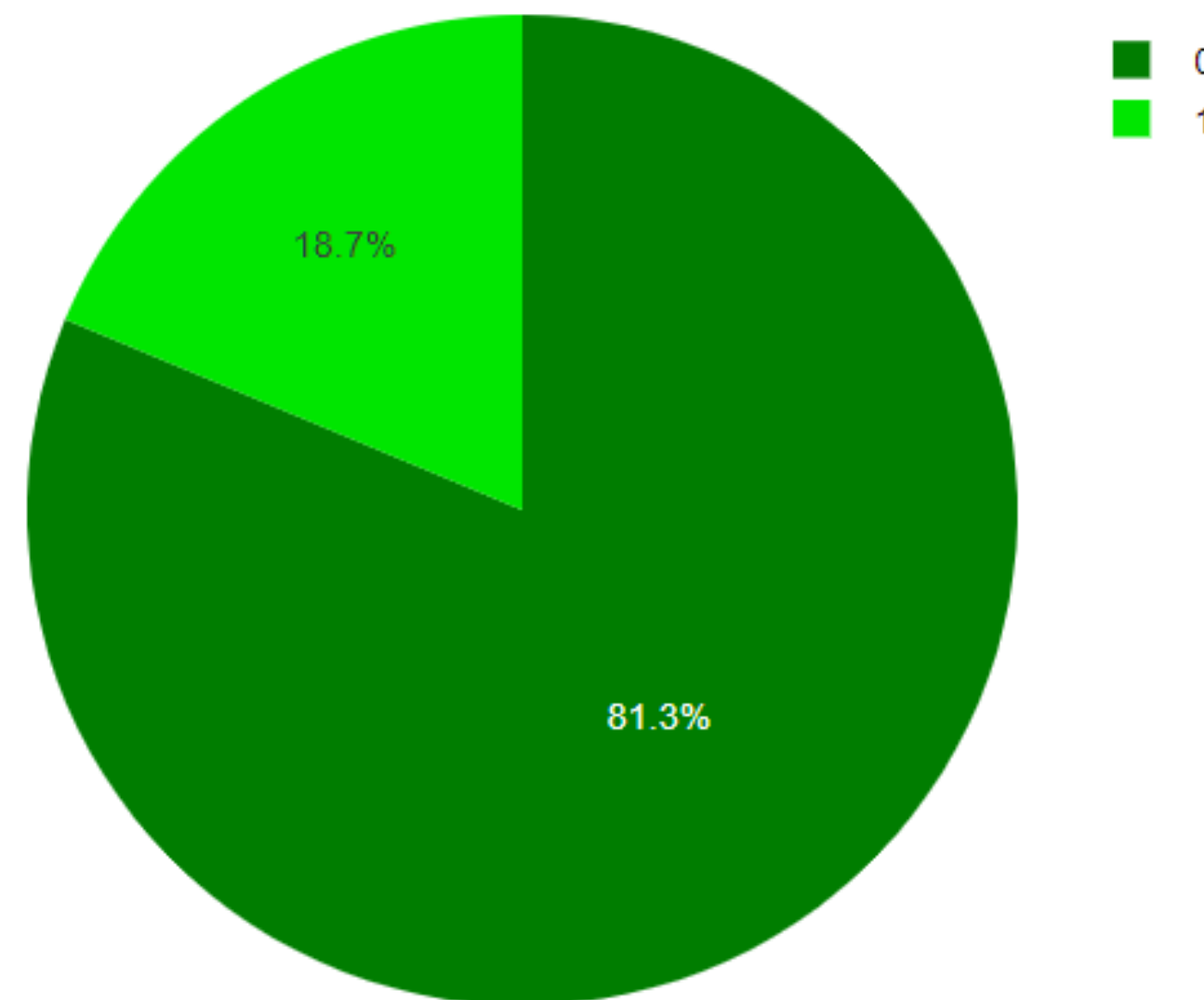
Churn Rate

We have seen a significant increase in the number of customers has gained.

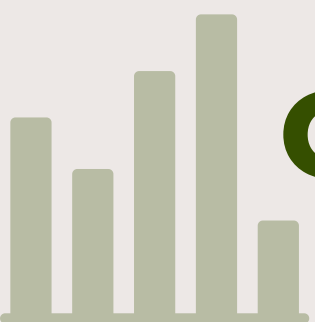
Churn Distribution



Predicted Churn Distribution

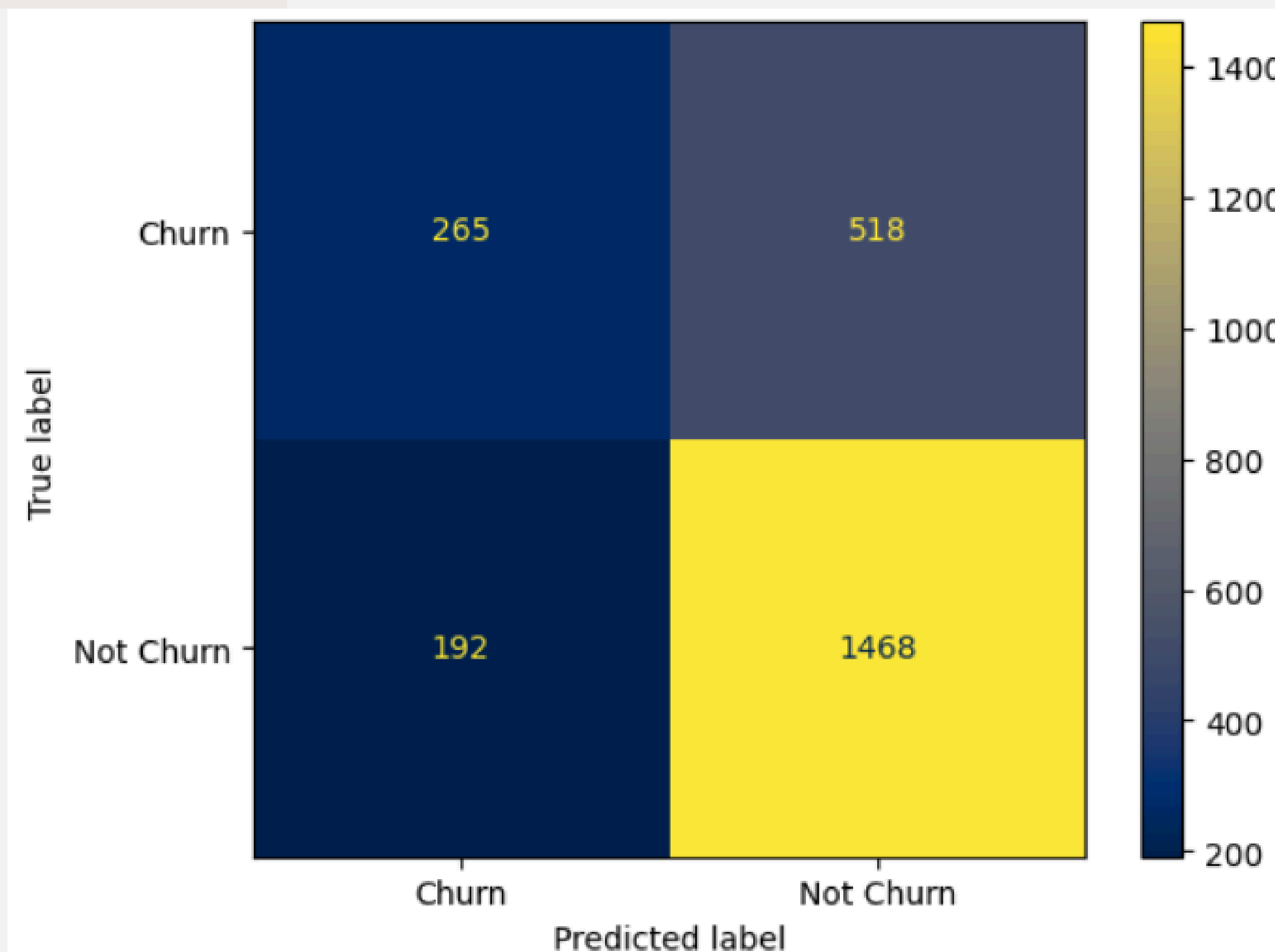


Accuracy: 0.71



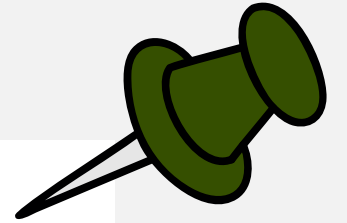
Churn Rate

The confusion matrix for churn rate

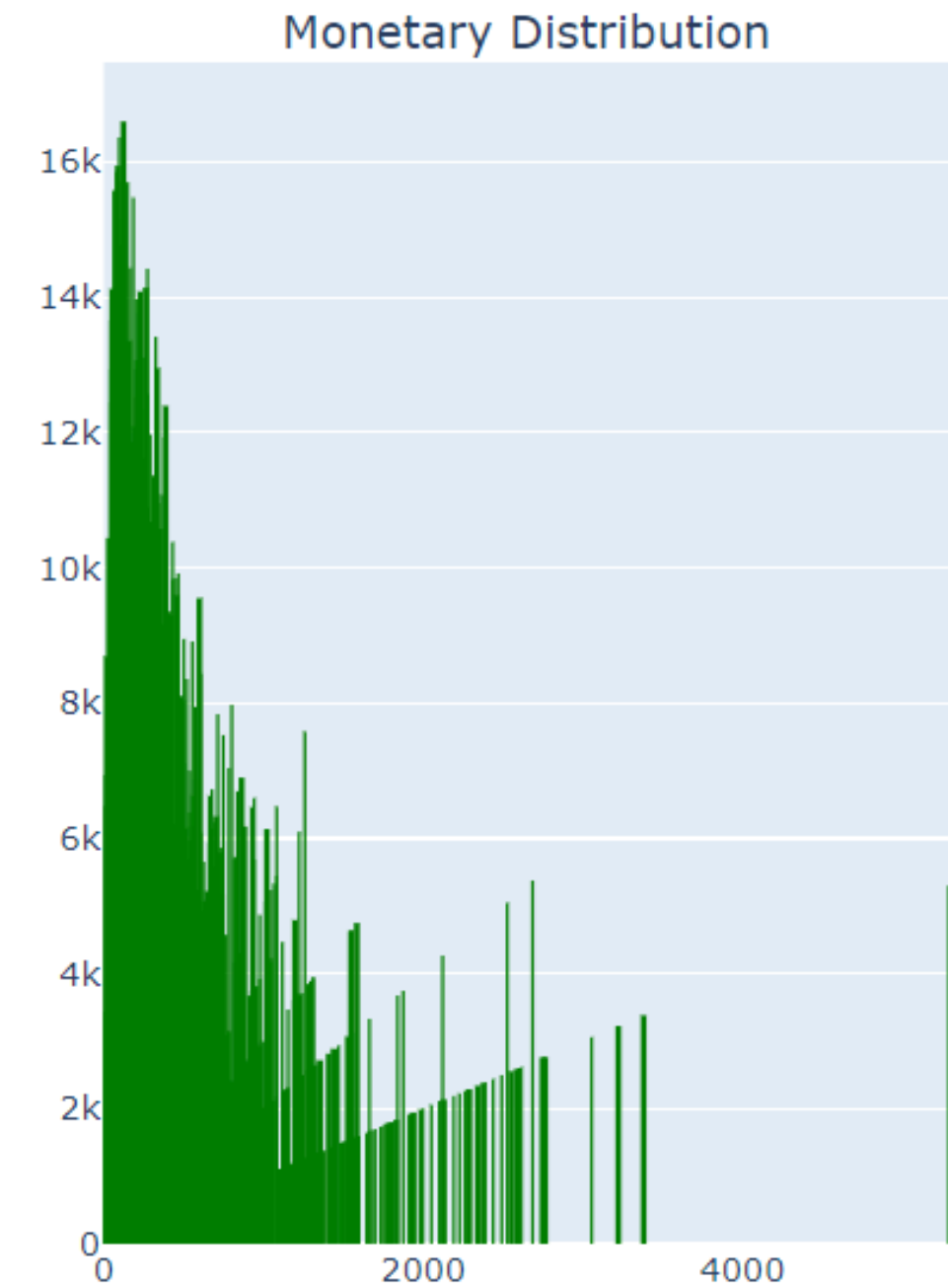
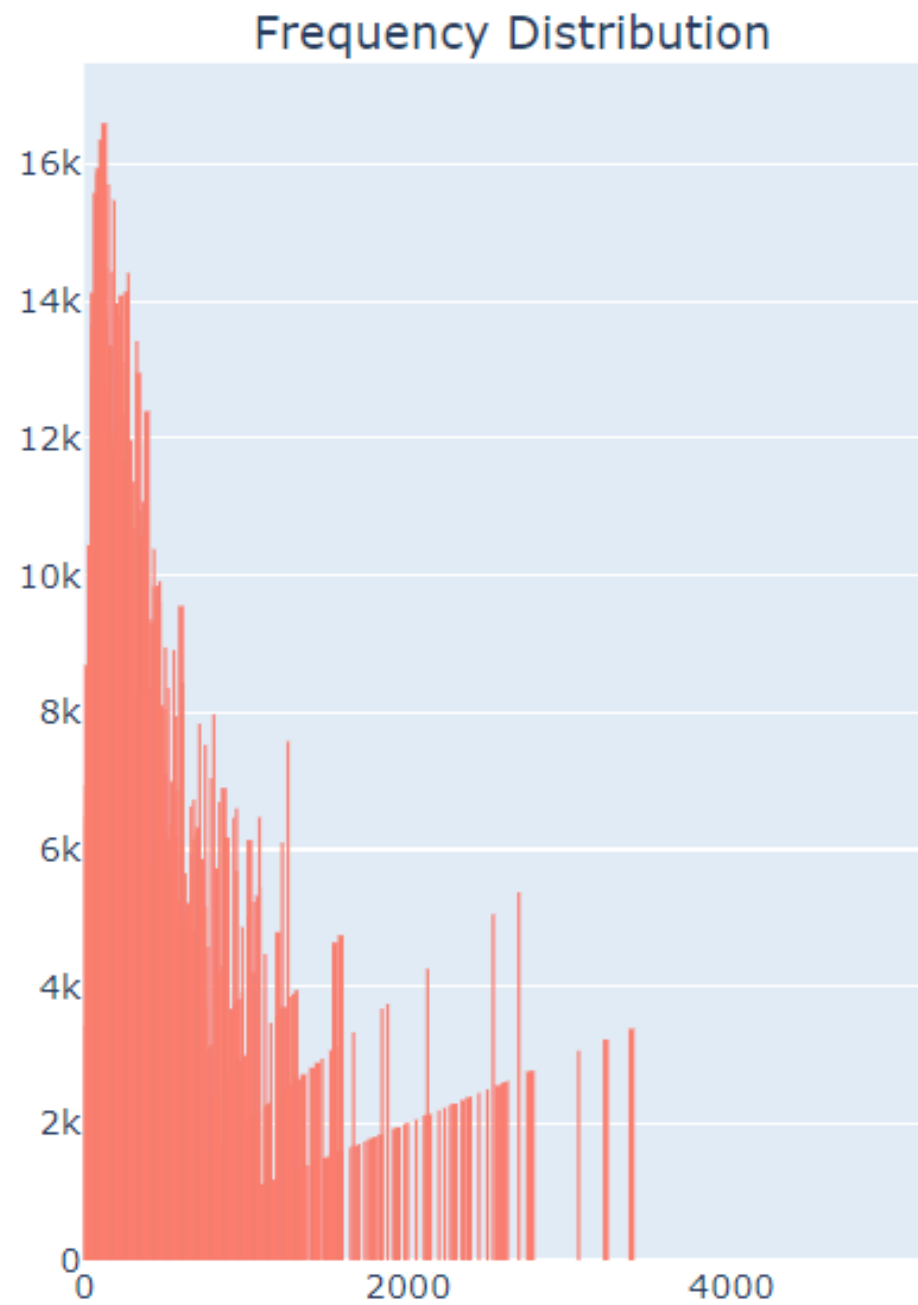
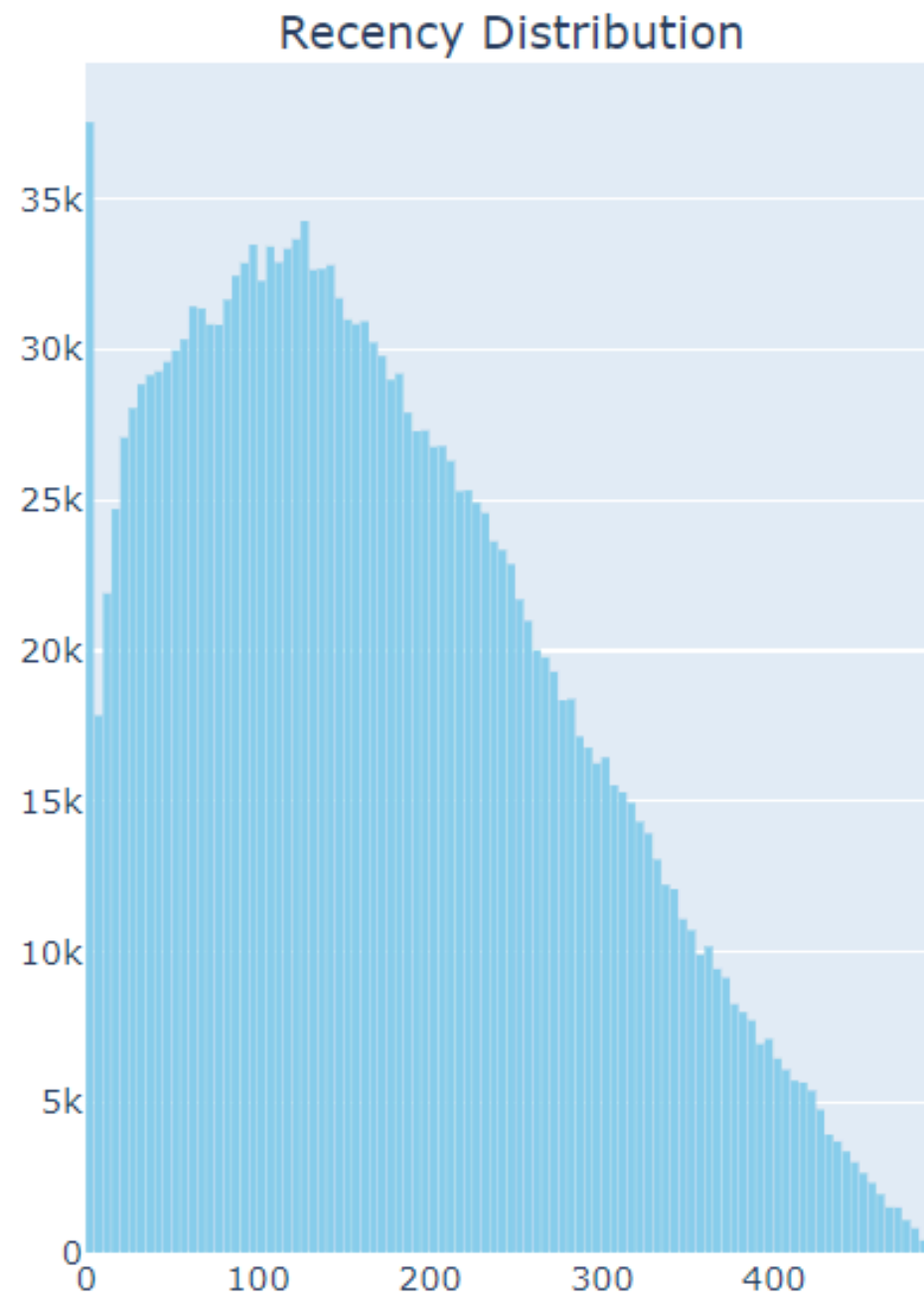


RFM Metrics

The RFM Metrics is (Recency , Frequency , Monetary)

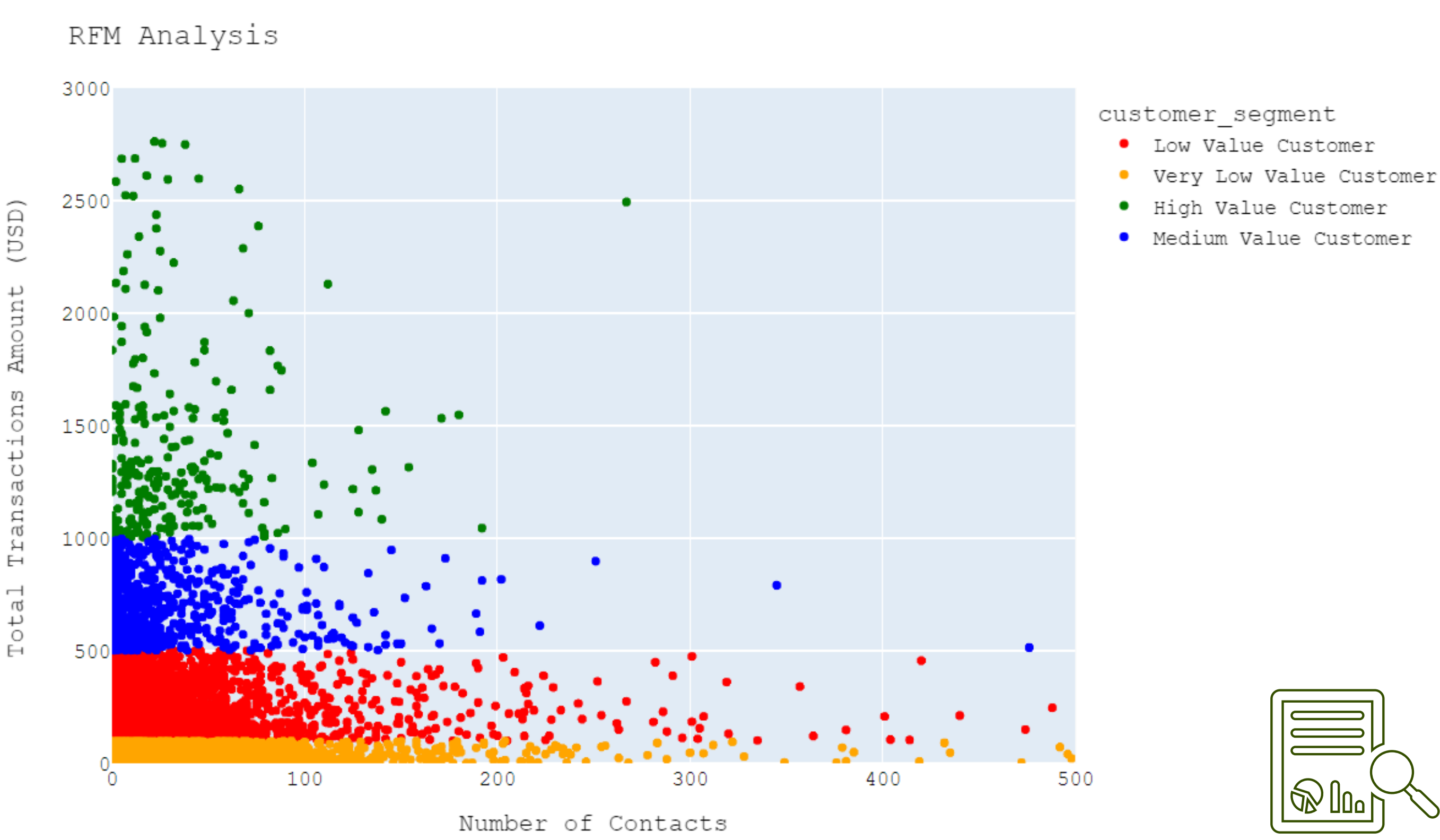


Spread Shape of Recency, Frequency, and Monetary Distributions



RFM Metrics

Analysis of an RFM for a customer base, segment customers to different based on their behaviors.





Recommendations

- **Focus marketing on adult audiences.**
- **We need to develop and expand our services in other countries.**
- **We should improve our service and marketing strategies.**
- **We should develop strategies to improve customer loyalty and prevent churn.**
- **We should explore ways to increase the value and engagement with these customers.**

Contact with us !



Najwa Alsanani



Renof Alqahtani



Bayan Alharbi



Leen Alshehri



Afnan Al-shammari



You can find our project in the GitHub .. 😊

