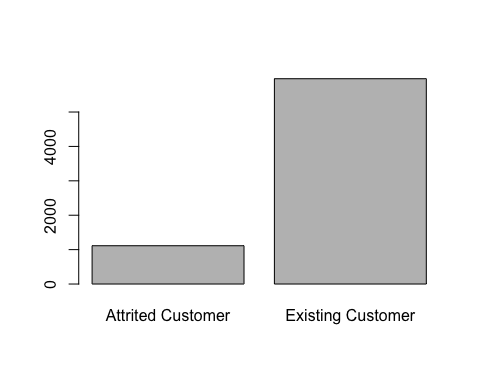
Plots

Bank <- read.csv("~/Desktop/MSA\_6440/customer\_churn/data/processed/BankChurners\_filtered.csv")

## Exploratory Plots

# Plot of attrition flag  
plot(Bank$Attrition\_Flag)



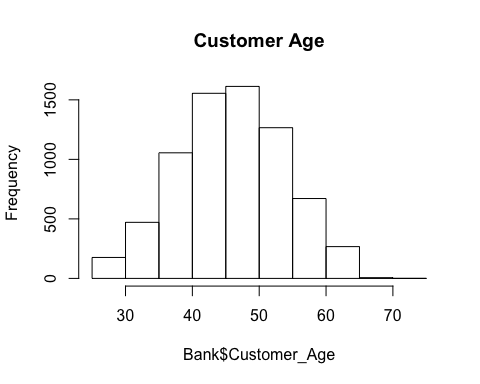
library(plyr)  
count(Bank, 'Attrition\_Flag')

## Attrition\_Flag freq  
## 1 Attrited Customer 1113  
## 2 Existing Customer 5968

1113/7081 # Percent customer attrition

## [1] 0.1571812

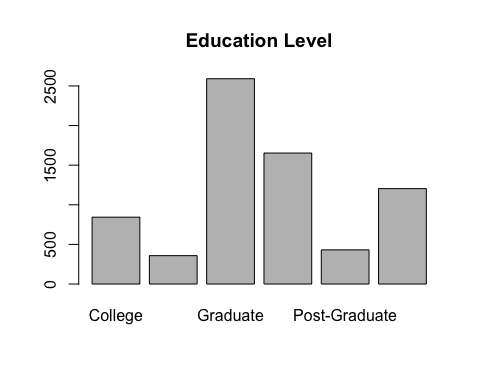
# Histogram of customer age  
hist(Bank$Customer\_Age, main = 'Customer Age')



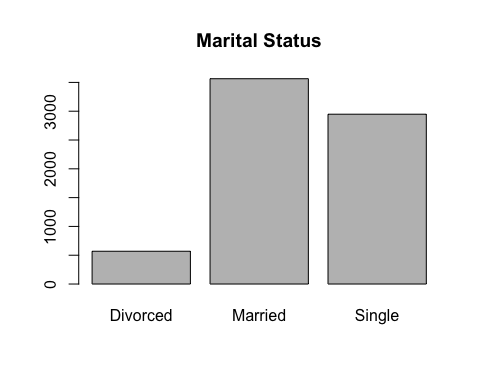
# Plot of gender  
plot(Bank$Gender, main = 'Gender Distribution')



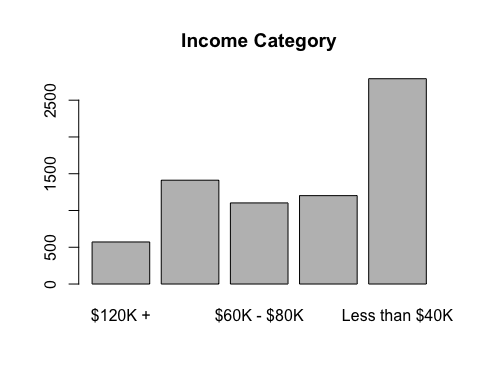
# Plot of education level  
plot(Bank$Education\_Level, main = 'Education Level')



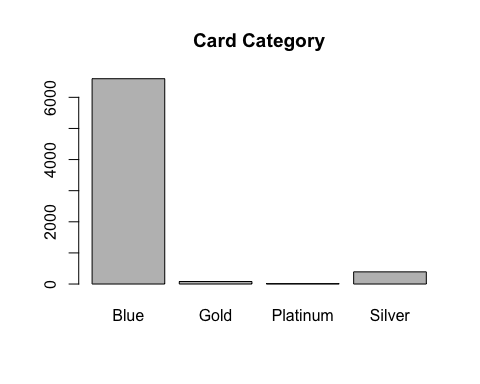
# Plot of marital status  
plot(Bank$Marital\_Status, main = 'Marital Status')



# Plot of income  
plot(Bank$Income\_Category, main = 'Income Category')



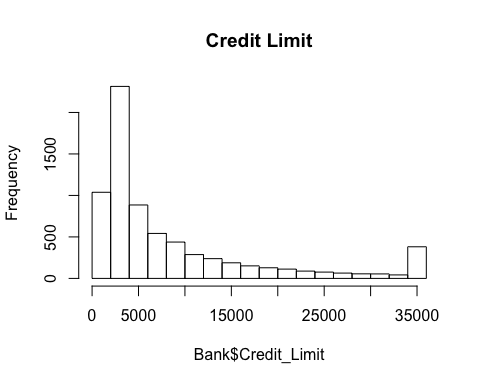
# Plot of card category  
plot(Bank$Card\_Category, main = 'Card Category')



# Histogram of months on book  
hist(Bank$Months\_on\_book, main = 'Months on Book')



# Histogram of credit limit  
hist(Bank$Credit\_Limit, main = 'Credit Limit')



# Histogram of average utilization ratio  
hist(Bank$Avg\_Utilization\_Ratio, main = 'Average Utilization Ratio')

