Bank

A fictional Bank

They have 10000 customers

Bank saw unusual churn rates and wants to assess what the problem is

They want to see what the problem is

Say this bank operates in European countries

And dataset is of 6 months

ID, Surname, Credit Score, Geography, Gender, Age, Tenure, Balance, and many more…

Now wait for 6 months and see who left and tsayed within 6 months

Binary code

1: person is no longer with the bank

0: person leaves the bank

I created a geodemographic segmentation model to tell the bank which customer is at highest risk of leaving

Value-add to customer centric organization