**Bank Customer Churn analysis**

**Problem Definition:**

For banks, customer churn is a big problem because it results in lower income and higher customer acquisition expenses. Finding the main causes of customer churn and creating strategies to stop it are the goals of a bank customer churn study.

A typical problem statement for a bank customer churn analysis entails looking at past customer behavior and demographic data to create a predictive model that can precisely spot customers who are at risk of leaving the bank. Banks can take targeted action to keep valued customers and lower the general rate of churn by pinpointing the causes of customer churn.

It is common practice to look for patterns and trends that can help forecast customer churn when conducting a bank customer churn analysis using data such as credit score, salary, product usage, age, and demographics. It is possible to pinpoint elements that can add to churn by analyzing this data, such as customer dissatisfaction with goods or services.

Once the main causes of customer churn have been discovered, banks can create strategies to stop it. Offering incentives to keep customers, enhancing customer service, or modifying product features or pricing are some examples of these tactics. Metrics like revenue growth and customer retention rates can be used to assess how successful these strategies are.

The main objective of a bank customer churn analysis is to keep valued customers and lower the rate of customer churn. Banks can boost revenue and boost customer happiness by identifying the churn-causing factors and creating strong retention strategies.

**Data Source:**

The Bank Customers Churn dataset is a collection of data on bank clients and whether they have churned, that is, ended their accounts and ceased doing business with the bank. The dataset contains a variety of demographic, monetary, and transactional data regarding each client.

Typically, the dataset contains statistics like demographics of the client, including age, gender, tenure, user usage, country, Account balances, credit score, other financial data.

I have fetched this data set from open-source portal called `Kaggle`. It is a structured data having 13 columns and 10000 rows inside it which includes features like Name, customer id, Credit score, bank balance, salary, credit cards, active status, country, gender.