AI Suggestion for Task A

The AI suggestion below was obtained by asking a large language model (LLM[1]) how to address Task A:

To address Task A, here's a step-by-step approach:

1. ***Explore the data***:
    - *Look for correlations between variables that might indicate why customers become inactive.*
    - *Calculate means, medians, and standard deviations for numeric variables to understand their distribution.*
2. ***Identify key differences between inactive and active customers***:
    - *Compare the mean age of inactive and active customers to see if there's a significant difference.*
    - *Examine the credit rating distribution of inactive and active customers to identify any patterns or correlations.*
    - *Analyze the number of banking products held by inactive and active customers to see if there's a correlation between product holdings and customer activity.*
3. ***Visualize the data***:
    - *Create histograms, bar charts, or scatter plots to visualize the age distribution, credit rating distribution, and number of banking products held by inactive and active customers.*
4. ***Draw conclusions and identify potential actions***:
    - *Based on the insights gained from exploring the data, identifying key differences, and visualizing the data, draw conclusions about why some customers become inactive.*
    - *Identify potential actions that the bank can take to prevent or reduce customer inactivity.*

Some specific questions you might want to ask yourself while addressing Task A include:

- *Are there any demographic or credit-related factors that are associated with customer inactivity?*
- *Do customers who hold more banking products tend to be more active than those who hold fewer products?*
- *Is there a correlation between account balances and customer activity?*

By following this approach, you should be able to identify key differences between inactive and active customers and provide actionable insights for the bank.

[1] Large language model used: Llama 3.1 (7b) released by *Meta*.