

# [Ruslan Shulhan] – Project : Customer Churn Prediction.

**What is the way for the banking industry to reduce the number of churned customers by at least 10% without a financial expense of \$5M for the advertising industry by the end of the 4th quarter?**

## 1 Context

Bank of Freedom is a big corporation that has its offices around the US. Recently, the department of Data Analysts found out that the company began facing a huge customer churn ratio due to the COVID19 event. Based on research, many customers lost their jobs and faced financial crises that caused them to consider closing bank accounts with some organizations that offer high-interest rates. So, now Bank of Freedom is trying to find out which group of customers is about to leave so they can target them properly (applying some promotions or other techniques).

## 2 Criteria for success

The final model can estimate the future customer's churn with the accuracy of 75-90% by the end of the 4th quarter, thereby reducing financial expense for the advertising industry by at least 500k.

## 3 Scope of solution space

The focus will be spent on analyzing data. It includes but is not limited to: understanding the scope of the data; distribution of features, statistical importance; the current market position of the company.

## 4 Constraints within solution space

- Limited data - some information could be missing or misleading that could cause the wrong prediction/solution.
- Limited personal - there will be some questions that will require clarification from a particular person with unique knowledge.
- Market standing - even if the model will be able to predict with an accuracy of at least 75%, there are still possibilities for skewness due to the economical, political, or other types of events.

## 5 Stakeholders to provide key insight

Involved personal: Sam Kuko, Andrew Lasky, Fano Shmut, Igo Mano

## 6 Key data sources

File format - CSV

Source - Kaggle website

Link - [Bank Churn Data Exploration And Churn Prediction | Kaggle](#)