

TITLE: BANK CUSTOMER CHURN MODEL

INTRODUCTION:

The dataset taken from Ybi Foundation repository includes customer data of a certain international Bank which is used to come up with a model which predicts the rate of Churn to the highest accuracy.

OBJECTIVE:

The objective of this project is to check the variables to determine the unique key, categorical variables, dependent and independent variables, identify the method needed to make the model, and complete the process in 8 steps.

8 STEPS:

1. Import the libraries
2. Import dataset
3. Define the target (y) and features (X)
4. Split the data into train and test sample
5. Select the model – Logistic Regression model
6. Train the model to complete the analysis
7. Prediction of y
8. Check the accuracy between the predicted y and sample dataset y.

TECH STACK USED:

- Python (Google Colab)

CONCLUSION:

The overview, insights and recommendations have been organized in a PowerPoint presentation with added visual aids.