PACE Strategy

Project Title: Credit Risk & Customer Retention Analysis – Predictive Modelling and Insights

Plan

- Identify business challenges: rising defaults, customer churn and underutilization of products.
- Define KPIs: Default rate (%), Churn rate (%), Product penetration ratio.
- Collect/generate synthetic dataset reflecting real world banking scenarios.

Analyse

- Perform descriptive analysis on demographics, credit score, income vs. spending.
- Conduct churn analysis using engagement data.
- Segment customers by risk & value.

Construct

- Build predictive models for default risk.
- Create visualizations in Power BI:
    - Risk dashboard (credit score distribution, delinquency trends).
    - Churn dashboard (customer engagement vs. churn flag).
    - Product dashboard (loan type, insurance, FD penetration).
- Build a customer view 360 combining demographics, financial behavior and engagement.

Execute

- Share findings with stakeholders in a clear business language.
- Provide actionable recommendations:
    - Target high-risk customers with stricter credit checks.
    - Engage churn-prone customers with personalized offers.
    - Increase cross-sell by focusing on segments with higher engagement.