

Introduction to Neural Networks

Project Debrief

Project - Bank Churn Prediction

Project : Bank Customer Churn Prediction

Objective:

Given a Bank customer, build a neural network based classifier that can determine whether they will leave or not in the next 6 months.

Context:

Businesses like banks which provide service have to worry about problem of 'Churn' i.e. customers leaving and joining another service provider. It is important to understand which aspects of the service influence a customer's decision in this regard. Management can concentrate efforts on improvement of service, keeping in mind these priorities.

Data Description:

The case study is from an open-source dataset from Kaggle. The dataset contains 10,000 sample points with 14 distinct features such as CustomerId, CreditScore, Geography, Gender, Age, Tenure, Balance etc.

Let us refer to the solution notebook now.

Questions?

Thank You!
Happy Learning!