Midterm Proposal

Wuji Shan

- ***Personal Statement***

Career goal: For my future career, I am currently planning to pursue the job of a data analyst & business analyst. The companies to which I would like to apply are those in the industries of either internet, finance, or FMCG. Meanwhile, I want my career to focus on data operations and consulting. After having practiced in these jobs, I would like to shift towards data mining to gain some experience and eventually become a professional data scientist in teams working on data operation and processing.

How this project aligns with the goal: I chose the data set "Credit Card Customers", which is data of the consumer credit card portfolio of a bank. Processing and analyzing this data helps me to get the general idea about how to deal with data related to marketing (consumer) and finance. Hence, it can help to give me a sense of preparation to get to know the data in those specific fields and learn how to catch key points, getting towards what the client wants to see.

- ***Question***

Who is gonna get churned from their credit card services?

Find out which predictors affect the choice of customers to leave their credit card services.

(Find out the reason behind customer attrition and predict customers likely to drop off.)

- ***Data Source***

I got the data from Kaggle.

This dataset consists of 10,000 customers with their age, gender, salary, marital_status, education level, credit card limit, credit card category, and etc.

Actually, it has a total of 23 columns, but I am considering only using 10+ columns of the data and choosing 8 or 9 of them as predictors.

URL: https://www.kaggle.com/sakshigoyal7/credit-card-customers

- ***Proposed Timeline of Work (2021)***

EDA: 11.15

Data Processing: 11.22

Modeling and Validation: 11.29

Write up: 12.6