**Prompt**

At Chase, we are focused on building and maintaining relationships with our customers. Senior leadership has asked you to develop an analytically based strategy to **predict which customers are most likely to churn and how we can stem attrition**. Please be prepared to present your findings and strategic recommendation during the panel interview.

**Dataset**

Dataset consists of 14 variables:

|  |  |  |
| --- | --- | --- |
| **Column** | **Data type** | **Description** |
| RowNumber | Integer | 10K customers |
| CustomerID | Integer | Unique Identified for customer |
| Surname | String | Customer Surname |
| CreditScore | Integer | Ranging from 350 to 850 |
| Geography | String | Country of customer origin |
| Gender | String |  |
| Age | Integer |  |
| Tenure | Integer | Length of customer relationship in years |
| Balance | Decimal | Deposit balance snapshot |
| Number of Products | Integer | Number of relationships with the bank |
| HasCrCard | Integer | 1 = Has a credit card  0 =No credit card |
| IsActiveMember | Integer | 1 = Active  0 = Inactive |
| EstimatedSalary | Decimal | Salary |
| Exited | Integer | 1 = Churned |