

Introduction to data

- ❑ **Attrition Flag:** Whether the customer has churned or not.
- ❑ **Age Group:** Segmented age groups of customers.
- ❑ **Gender:** Gender of the customers.
- ❑ **Dependent Count:** Number of dependents.
- ❑ **Education Level:** Education level of the customers.
- ❑ **Marital Status:** Marital status of the customers.
- ❑ **Income Category:** Income category of the customers.
- ❑ **Card Category:** Category of the customer's credit card.
- ❑ **Months on Book:** Number of months the customer has been with the bank.
- ❑ **Total Relationship Count:** Total number of products or services the customer has with the bank.
- ❑ **Months Inactive 12 month:** Number of months the customer has been inactive in the last 12 months.
- ❑ **Contacts Count 12 month:** Number of contacts the customer has made with the bank in the last 12 months.
- ❑ **Credit Limit:** Credit limit of the customer.
- ❑ **Revolving Bal:** Current balance on revolving credit accounts.
- ❑ **Avg Open To Buy:** Average amount of available credit.
- ❑ **Total Amt Chng Q4 Q1:** Change in transaction amount from Q4 to Q1.
- ❑ **Total Trans Amt:** Total transaction amount.
- ❑ **Total Trans Ct:** Total transaction count.
- ❑ **Total Ct Chng Q4 Q1:** Change in transaction count from Q4 to Q1.
- ❑ **Avg Utilization Ratio:** Average utilization ratio.

Insights drawn from BANK CHURN DASHBOARD

- ❑ There are total of 10.13 K clients out of that 5.36K are females and 4.77K are males.
- ❑ Important key points are:
 - a) Total revenue Avg. 1.16K
 - b) Avg. credit card limit 9K
 - c) Avg transaction count 65
 - d) Avg months on books 36
 - e) Maximum credit card limit 35K
- ❑ There are four card categories out of which blue card customers are most to be attrited by number of 1.25K among which 0.9 K are females and 0.6K are males.
- ❑ Platinum card has less buyers (20) and preferred by age group above 30 out of which 15 clients stay with bank and 10 of them are males.

