A Project Report

On

"CUSTOMER CHURN PREDICTION IN BANK"

Submitted to the

Department of MCA

In partial fulfillment of the

MASTER OF COMPUTER APPLICATIONS

Under the guidance of

AMBILI K G

Project done by

STEVE RODRIGUES

Reg no: 213242210432

DEPARTMENT OF MCA

KMM COLLEGE OF ARTS AND SCIENCE,
THRIKKAKKARA, COCHIN-682021

AUGUST 2021-2023

KMM COLLEGE OF ARTS AND SCIENCE,
THRIKKAKKARA, COCHIN-682021

BONAFIDE CERTIFICATE

Certified that the project work entitled

"CUSTOMER CHURN PREDICTION IN BANK"

is a bonafide work done by

STEVE RODRIGUES

In partial fulfillment of the requirement for the Award of

MASTER OF COMPUTER APPLICATIONS

Degree From

Mahatma Gandhi University, Kottayam

AUGUST 2021-2023

Project Guide **Head of The Department**

Submitted for the Viva-Voce Examination held on.....

External Examiner1
(Name & Signature)

External Examiner2
(Name & Signature)

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THRIKKAKKARA, COCHIN-682021

CERTIFICATE

This is to certify that the project entitled **"CUSTOMER CHURN PREDICTION IN BANK"** has been successfully carried out by **STEVE RODRIGUES (Reg No:213242210432)** in partial fulfillment of the Course Master of Computer Applications.

INTERNAL GUIDE

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CERTIFICATE

This is to certify that the project entitled **"CUSTOMER CHURN PREDICTION IN BANK"** has been successfully carried out by **STEVE RODRIGUES(Reg no: 213242210432)** in partial fulfillment of the course Master of Computer Applications of my guidance.

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Ms. AMBILI K G
INTERNAL GUIDE

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DECLARATION

I, STEVE RODRIGUES, hereby declare that the project work entitled **"CUSTOMER CHURN PREDICTION IN BANK"** is an authenticated work carried out by me under the guidance of **AMBILI K G** for the partial fulfillment of the course **MASTER OF COMPUTER APPLICATIONS**. This work has not been submitted for similar purpose anywhere else except to **KMM COLLEGE OF ARTS AND SCIENCE,THRIKKAKARA.**

I understand that detection of any such copying is liable to be punished in any way the school deems fit.

Date:

STEVE RODRIGUES

Place:

ACKNOWLEDGEMENT

At the very outset I am very grateful to God almighty for this blessing showered upon me to complete my project. I here by express my sincere thanks and gratitude to **Prof. V. U. Noorudhin,** Principal of **KMM College of Arts and Science**, **Thrikkakkara** for his kind and support. I hereby express my sincere thanks and gratitude to **Ms. Asini K.K** Head of the Department of Computer Science, **KMM College Of Arts and Science, Thrikkakkara** for her kind support through the course of the project.

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STEVE RODRIGUES

TABLE OF CONTENTS

ABSTRACT

Customer churn prediction is a pivotal component within the realm of bank management systems, as it plays a crucial role in tackling customer attrition and cultivating lasting relationships with clients. This project revolves around the creation of an advanced predictive model that anticipates customer churn through the utilization of sophisticated classification algorithms. The ultimate goal is to effectively identify customers who are most likely to leave the bank's services, thereby facilitating proactive actions to retain these customers within the bank's fold.

At its core, this project integrates fundamental banking functionalities into a cohesive system, providing customers with a user-friendly interface for convenient access to their accounts, seamless transaction execution, and the ability to view their transaction histories. The project's value proposition is multifaceted, encompassing benefits such as time and cost savings, enhanced decision-making capabilities, and the provision of a streamlined and intuitive platform for customers.

The project's key strength lies in its ability to harness data-driven insights, allowing the bank to make informed choices concerning customer engagement strategies, tailoring product offerings to specific segments, and implementing targeted retention initiatives. By leveraging the predictive prowess of the system, the bank endeavors to establish a banking experience that is not only efficient but also engaging for customers. This, in turn, nurtures customer loyalty, augments overall performance, and helps solidify the bank's market position.

As a forward-looking initiative, the project envisions a future brimming with continuous system enhancements and refinements. These endeavors will focus on elevating the accuracy of churn prediction, adapting the system to evolving customer behaviors, and ensuring that the retention strategies remain aligned with the dynamic landscape of the banking industry. In essence, the project aspires to foster an environment of perpetual innovation, where the pursuit of customer satisfaction and loyalty remains paramount.