Consolidated Segmentation and Churn Analysis of Bank Clients

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OVERVIEW

- Customer churn has direct impact on profit.
  - Cost of maintaining existing customers is significantly less than the cost of obtaining a new one.

- The financial crisis of 2008 changed the banking sector's strategy.
  - Previously focused on acquiring more and more clients.
  - Technology and laws making things easier than ever to transfer assets and money between institutions. Which introduced new competitors in market
    - open banking
    - neo-banks
    - fin-tech businesses (Banking as a Service (BaaS))
  - Banks can use existing data to tackle client turnover challenge.

BUSINESS PROBLEM

Importance of existing customer management is well recognized.
- Hard to anticipate

Feedback from customers is hard to obtain.

XYZ Bank (read: fictional) is a mature financial institution based in North America.
- New competitors in market.
- Have existing data of their clients.
- Based on the data available, the bank wants to know whom of them are in risk of churning.
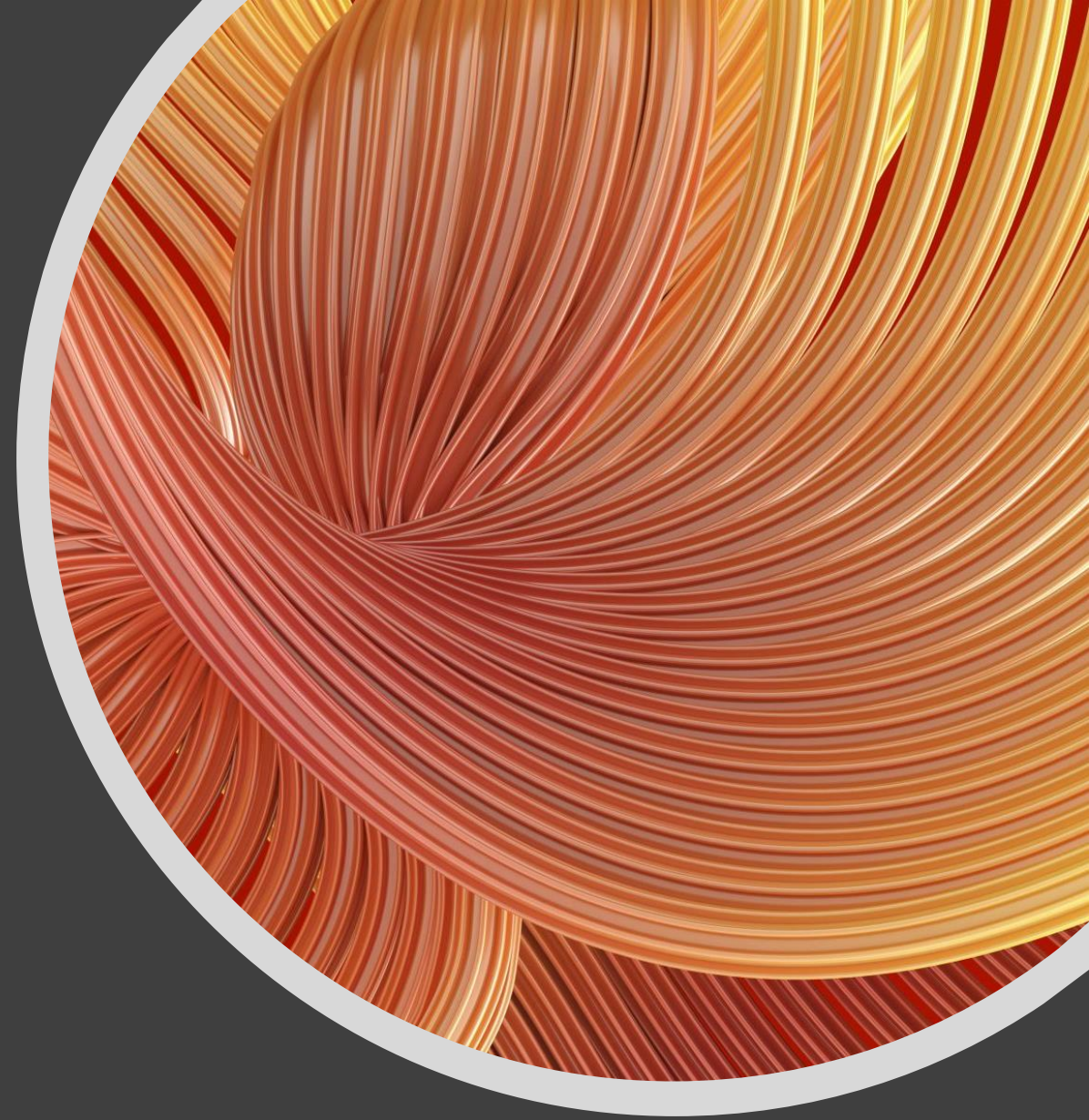
METHODOLOGY

This analysis is combining churn prediction and customer segmentation.

Customer data of the bank is used for this analysis.

- 10127 unique client information.
- 18 features.

Customer segmentation: 'K-means' clustering.

- Divided into five clusters.

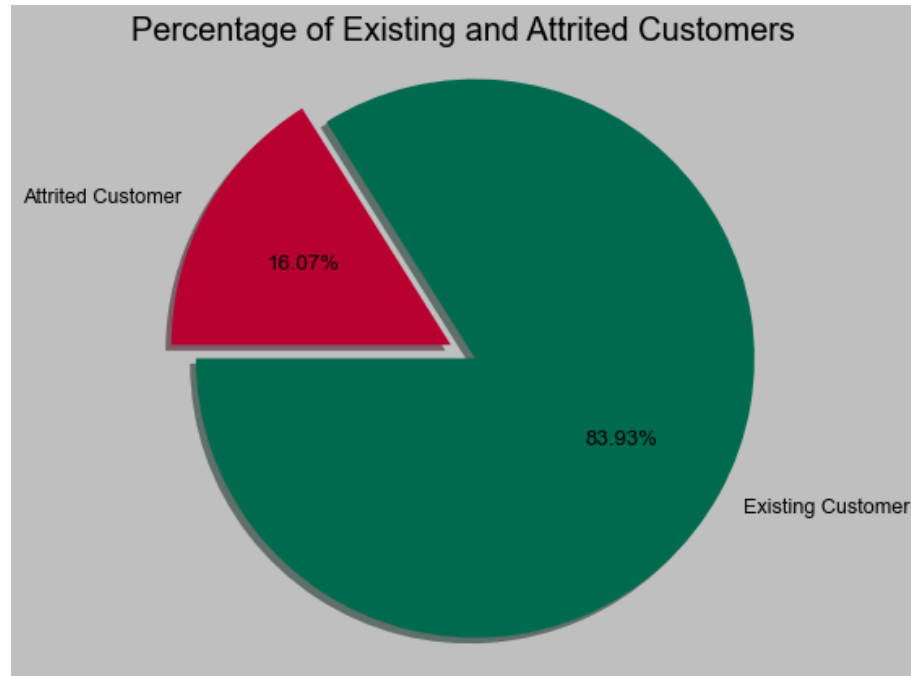Churn prediction: Using the predictions from the customer segmentation model, a 'XGBClassifier' model is used

- 0.97 model accuracy
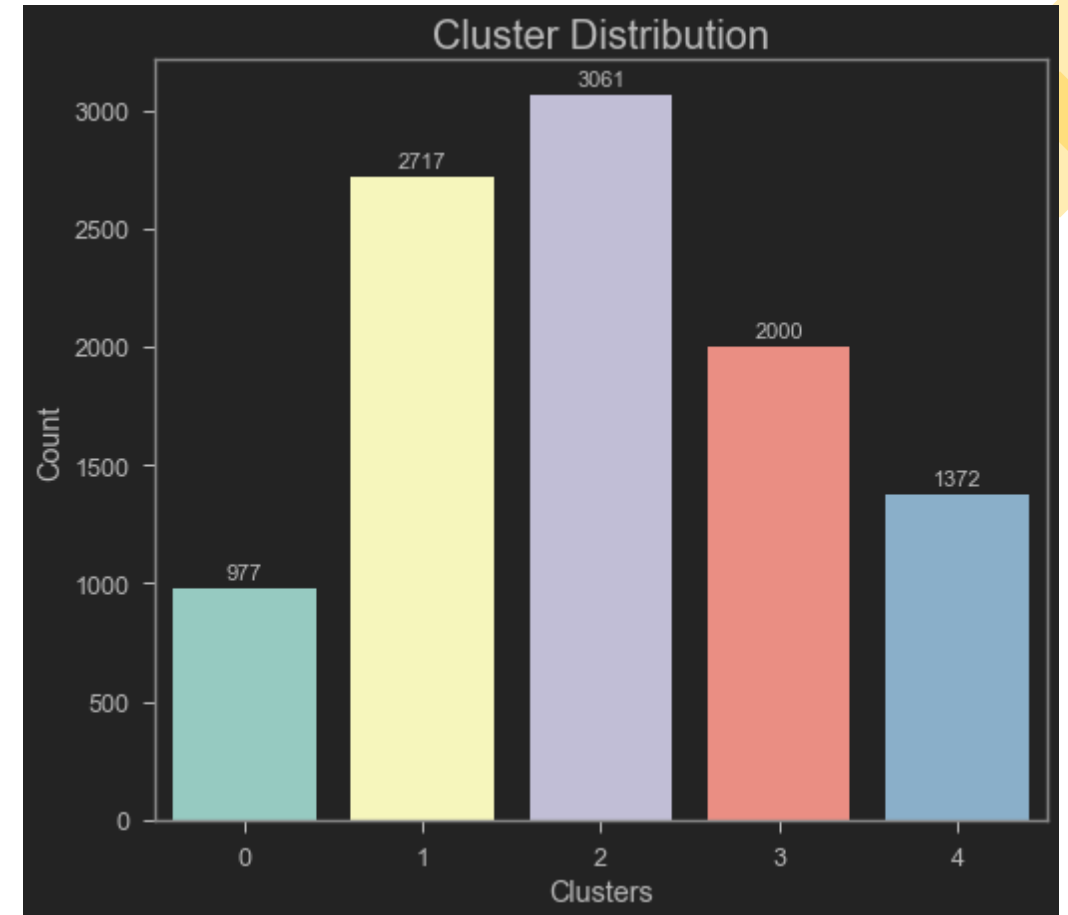- 0.90 precision for churn class.

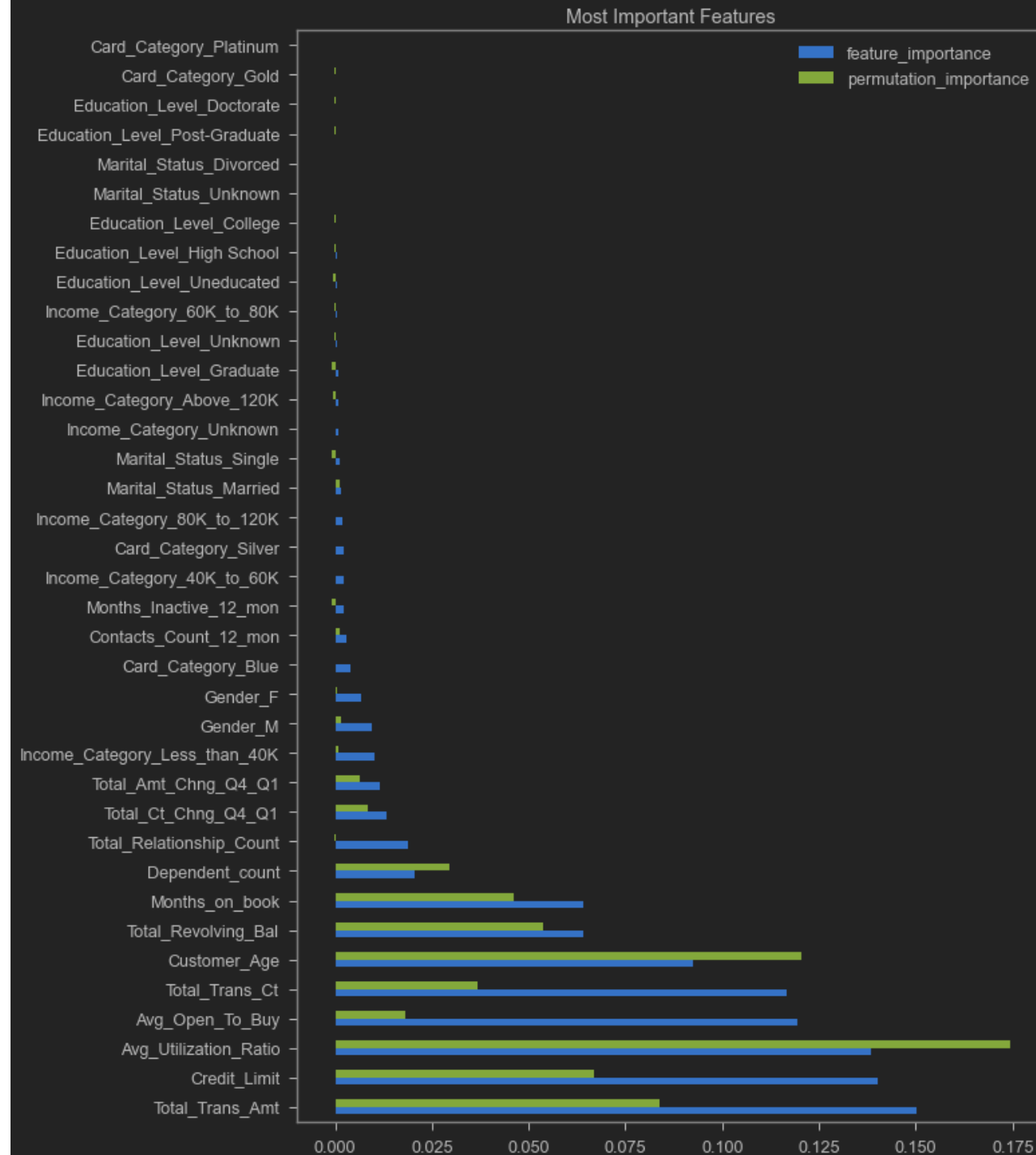# CLUSTERS

Peeking into clusters

Cluster size

- 16% of customers terminated their relationship with the bank

- Cluster 2 is the largest.
- Cluster 1 is next.
- Rest are close to 1k.

Features that isolates client segmentation

- With insights from model, these are the topmost important features.
  - Total Transaction Amount
  - Credit Limit
  - Avg Utilization Ratio
  - Avg Open To Buy
  - Total Transaction Count
  - Customer Age
  - Total Revolving Balance
  - Months on book
  - Dependent count
 - Total Relationship Count

Customer Age

- Cluster 4 and 1 has similar distribution.
- Cluster 0 is slightly younger.
- Cluster 3 is distinct as it is mostly comprised of older clients.
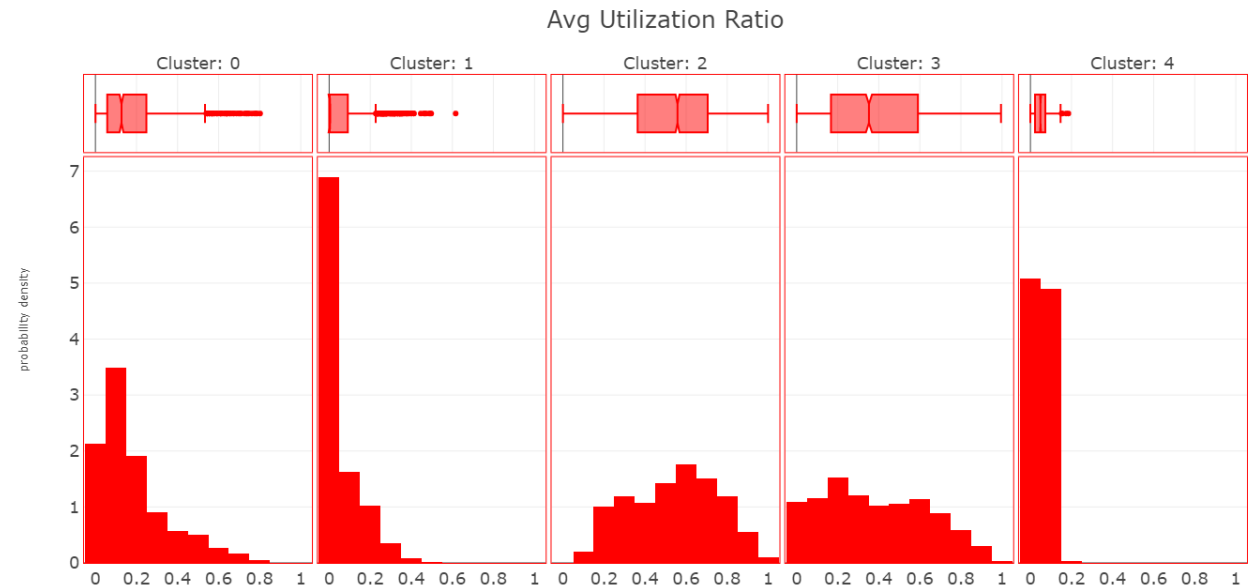- Others have similar distribution.
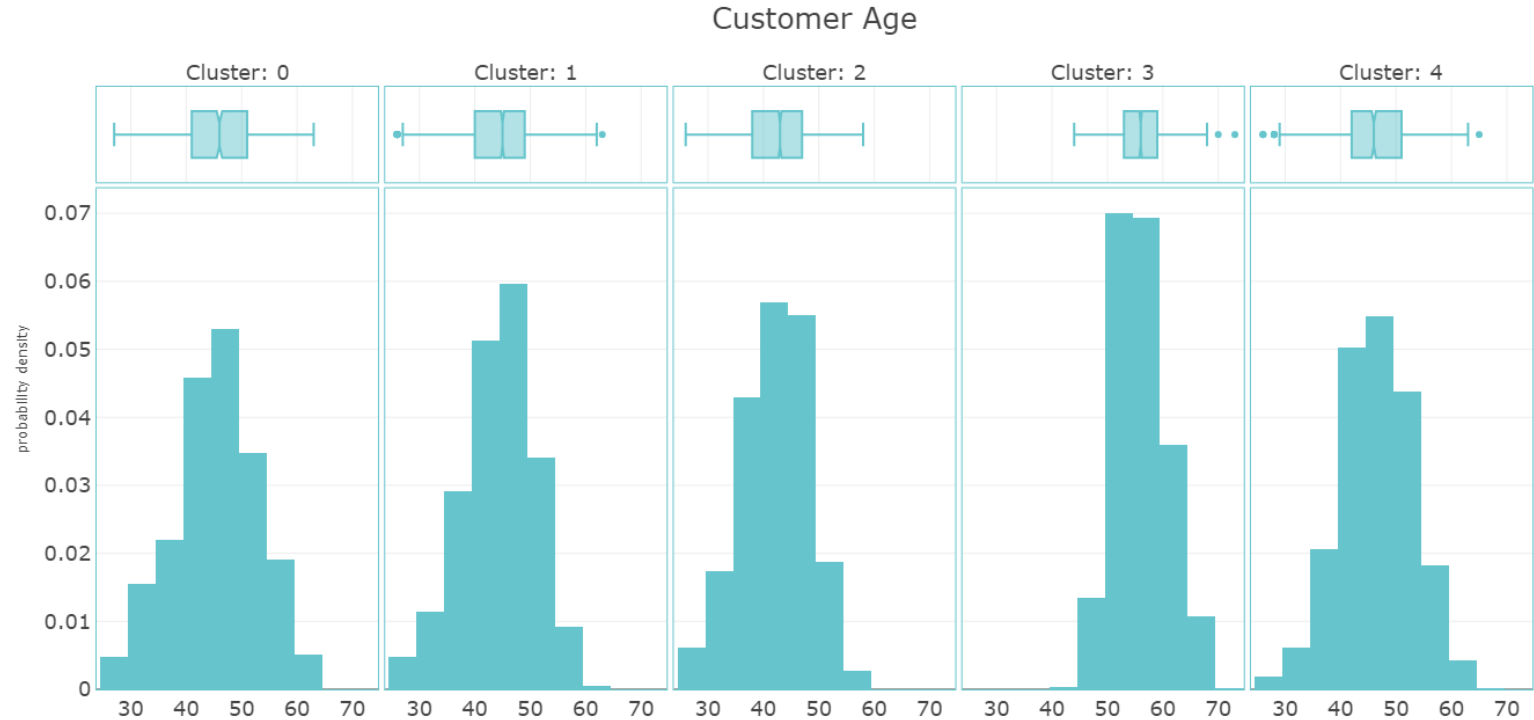
Credit Limit

- Cluster 0 has a well balanced distribution, it does not have lower credit limit clients.

- Cluster 1 has mostly lower credit limit clients.

- Cluster 2 and 3 has mostly same characteristics.

- Cluster 4 has the clients with mostly high credit limit.


Credit Limit
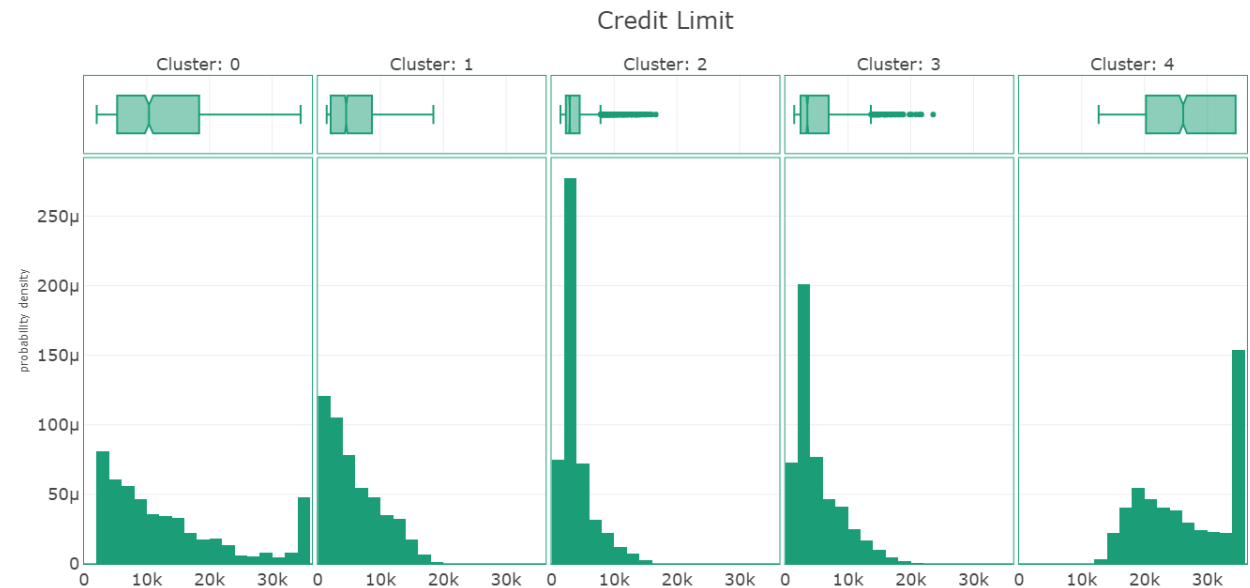
Average Utilization Ratio

- Cluster 0 shows good utilization ratio, with some 0.

- Cluster 1 has mostly less utilization ratio.

- Cluster 2 and 3 has similar utilization. Cluster 2 does not have many 0's.

- Cluster 4 has low utilization of credit.

Total Revolving Balance

- Cluster 0 has even distribution.

- Cluster 1 has mostly low revolving balance.

- Cluster 2 does not include low revolving balance clients.

- Cluster 3 and 4 has similar distribution.

Total Revolving Bal
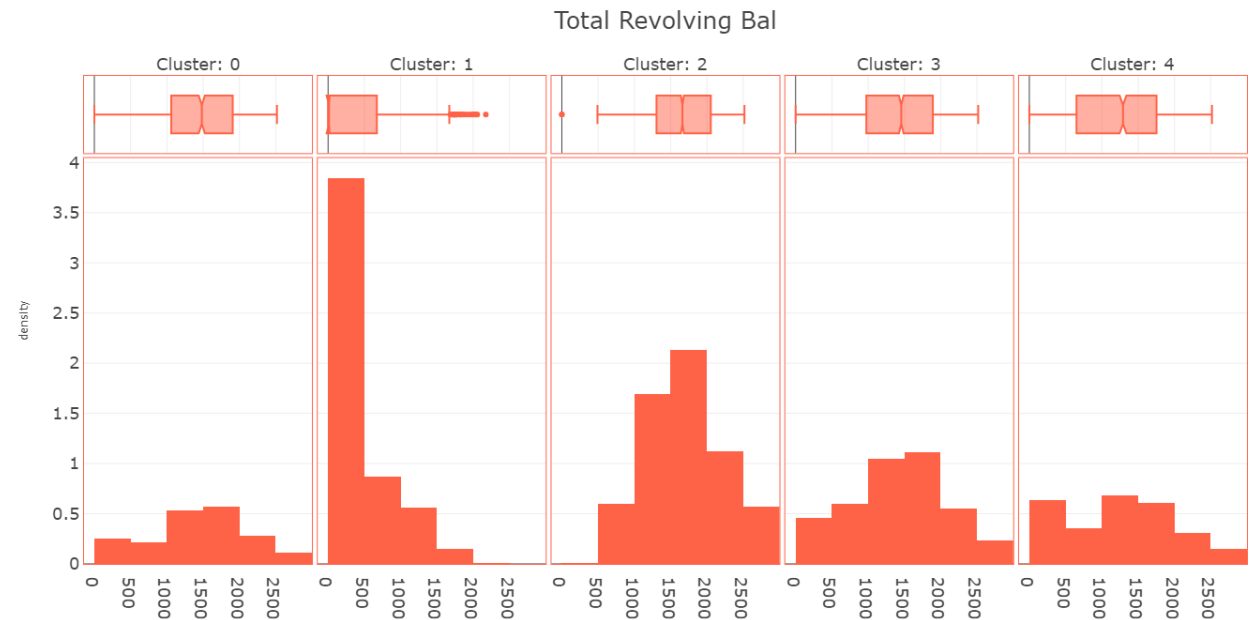
Identifying Clusters

| CLUSTER	LABEL
Cluster 0	Low value frequent users of services
Cluster 1	High risk clients
Cluster 2	Regular clients
Cluster 3	Most loyal clients. (mostly consists of older clients)
Cluster 4	High value clients

What factors alienates clients

CHURN PREDICTION

Impact of feature values

Feature	Observation
Total_Trans_Ct	Low value means higher risk of churning
Total_Trans_Amt	Above average value means higher risk of churning
Total_Revolving_Bal	Low value means higher risk of churning
Total_Relationship_Count	More relationship indicates higher chance of churning
Total_Amt_Chng_Q4_Q1	Low value means higher risk of churning
Total_Ct_Chng_Q4_Q1	Low value means higher risk of churning
Months_Inactive_12_mon	Higher value means higher risk of churning
Contacts_Count_12_mon	Higher value means higher risk of churning
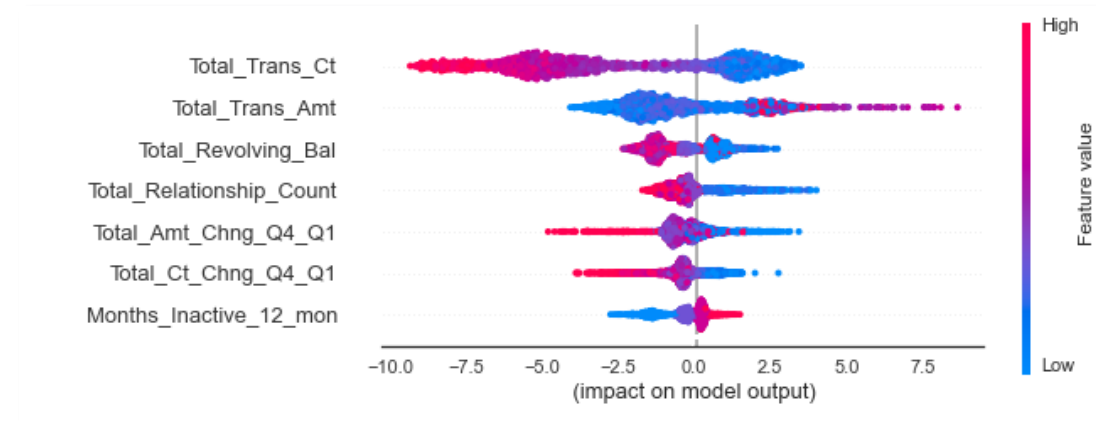
RECOMMENDATIONS

Cluster 1 is the most riskiest client segmentation.

- Their **utilization ratio is low**.
  - offering incentives like **cash back**.
- Their **credit limits are low**. Based on their credit habit, they can be offered a larger credit limit.

As a rule of thumb:

- Marketers should target **female clients** with specific package.
- **Frequent smaller amount of transaction** can be perceived as a red flag. When spotted, customer relationship team must act on it.
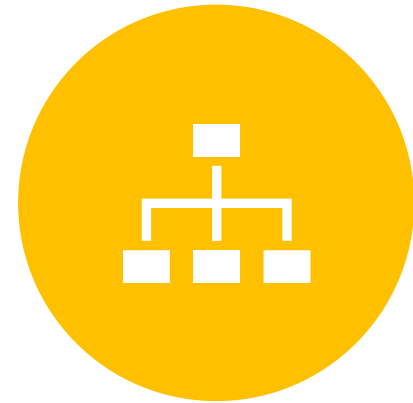- **Large expenditure** can be a signal for cross selling products and it is also a sign of churn.

T H A N K YOU

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LINKEDIN:
linkedin.com/in/tamjidahsan/

PROJECT REPO:
https://github.com/tamjid-ahsan/capstone_customer_churn

APPENDIX

Features of the dataset

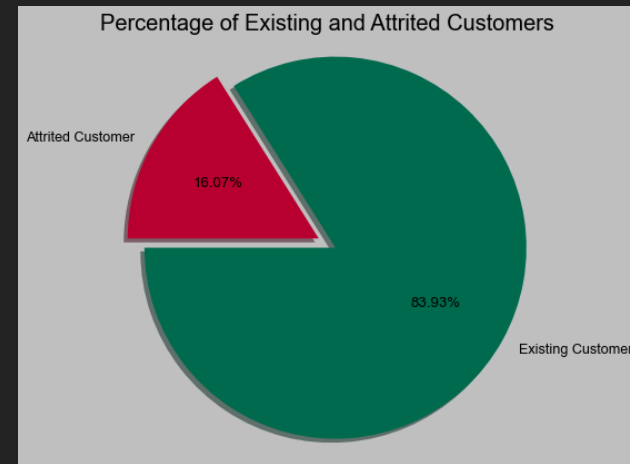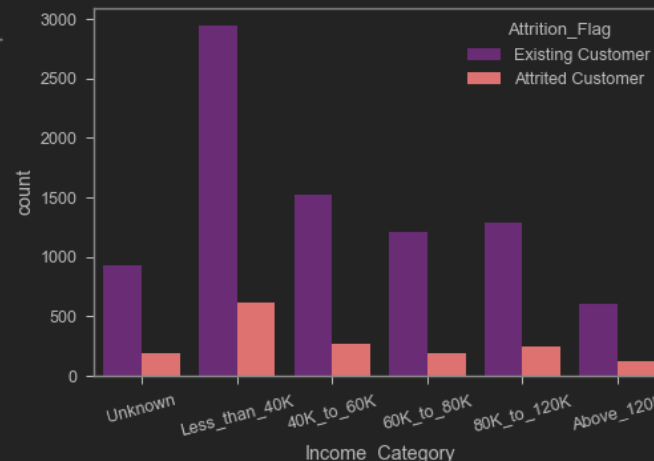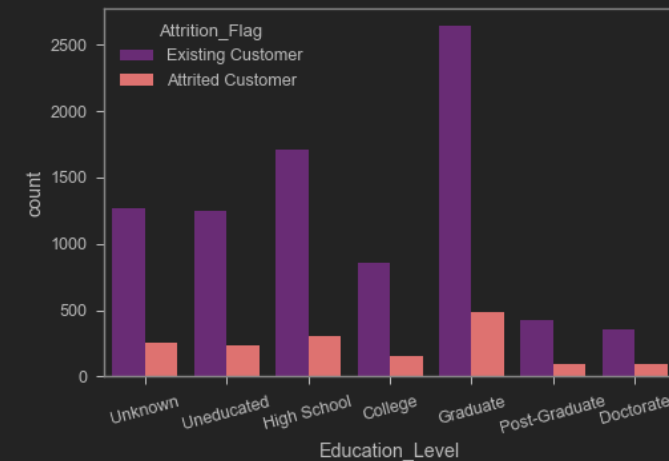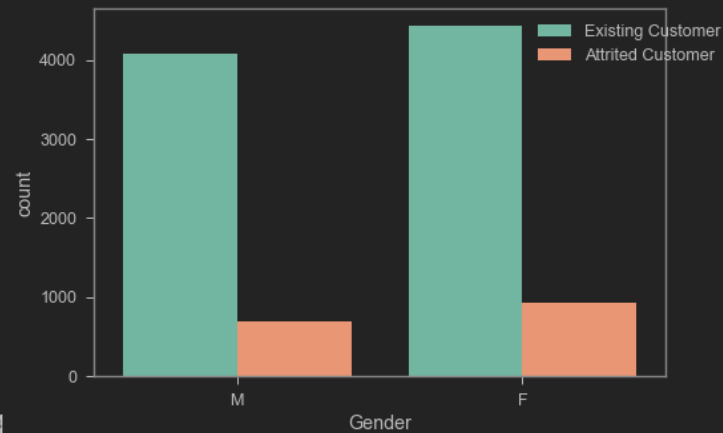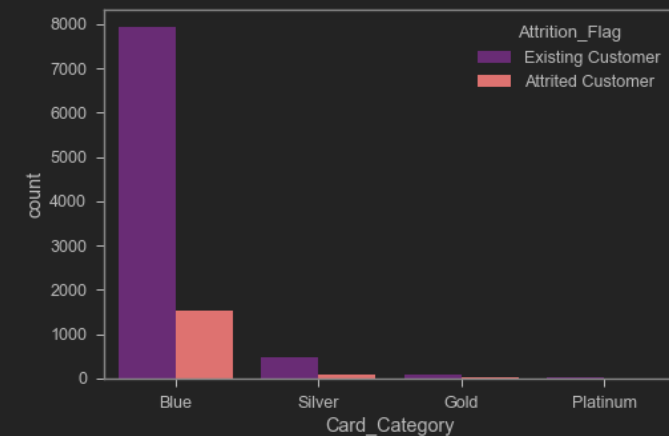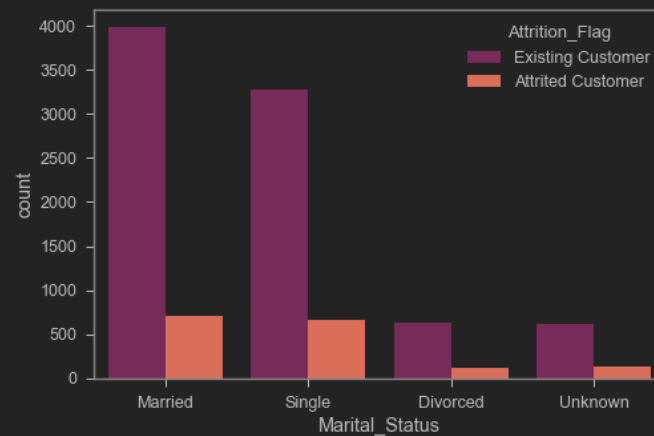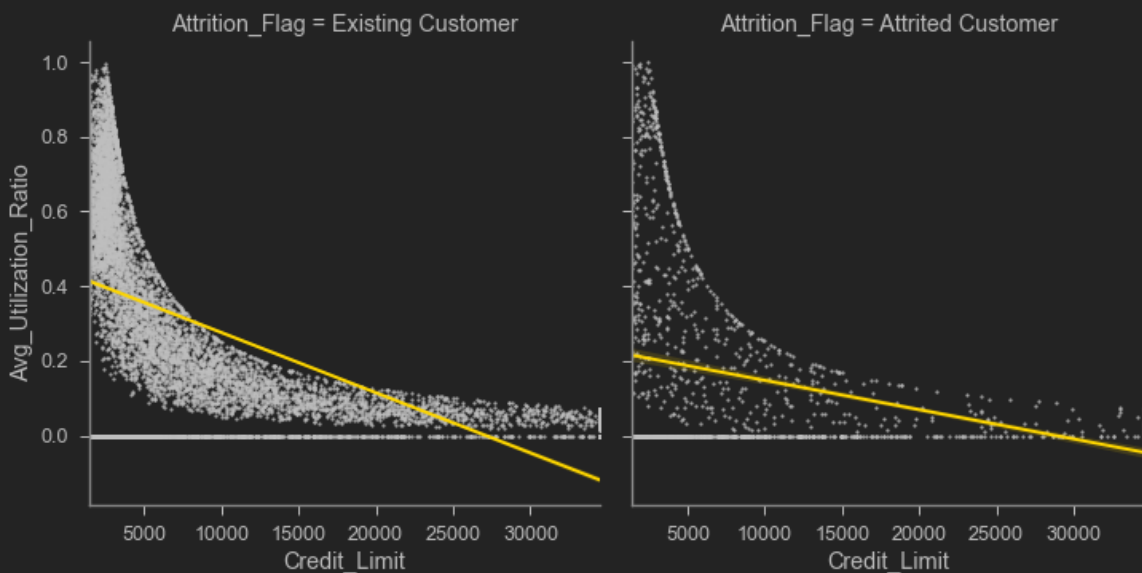| Variable	Description
Clientnum	Client number. Unique identifier for the customer holding the account
Attrition_Flag	Internal event (customer activity) variable - if the account is closed then 1 else 0
Customer_Age	Demographic variable - Customer's Age in Years
Gender	Demographic variable - M=Male, F=Female
Dependent_count	Demographic variable - Number of dependents
Education_Level	Demographic variable - Educational Qualification of the account holder (example: high school, college graduate, etc.)
Marital_Status	Demographic variable - Married, Single, Divorced, Unknown
Income_Category	Demographic variable - Annual Income Category of the account holder (< $40K$, $40K - 60K, $60K-80K$, $80K-120K$, > \$120K, Unknown)
Card_Category	Product Variable - Type of Card (Blue, Silver, Gold, Platinum)
Months_on_book	Months on book (Time of Relationship)
Total_Relationship_Count	Total no. of products held by the customer
Months_Inactive_12_mon	No. of months inactive in the last 12 months
Contacts_Count_12_mon	No. of Contacts in the last 12 months
Credit_Limit	Credit Limit on the Credit Card
Total_Revolving_Bal	Total Revolving Balance on the Credit Card
Avg_Open_To_Buy	Open to Buy Credit Line (Average of last 12 months)
Total_Amt_Chng_Q4_Q1	Change in Transaction Amount (Q4 over Q1)
Total_Trans_Amt	Total Transaction Amount (Last 12 months)
Total_Trans_Ct	Total Transaction Count (Last 12 months)
Total_Ct_Chng_Q4_Q1	Change in Transaction Count (Q4 over Q1)
Avg_Utilization_Ratio	Average Card Utilization Ratio

Summary of exploring

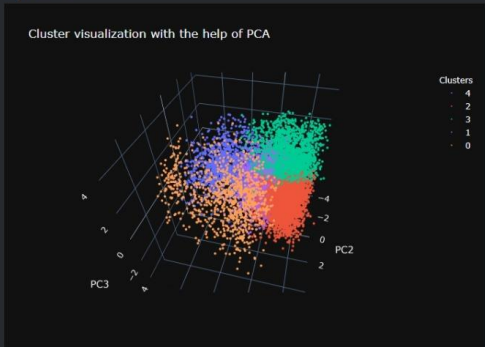| Variable	Cluster 0	Cluster 1	Cluster 2	Cluster 3	Cluster 4	Churn	Comment
Avg_Open_To_Buy	spread	low	low	low	high value	1	Majority values are low
Avg_Utilization_Ratio	low utilization	minimal low utilization	no low utilization ratio	med utilization	low utilization	1	Majority values are low
Card_Category						1	High class imbalance to comment
Contacts_Count_12_mon						1	3
Credit_Limit	all clients from2k	mostly low limit	2k to 4k, no high limit		high limit, above 14k	1	
Customer_Age	similar	similar	similar	older	similar	3	
Dependent_count	spread	spread	spread	low	spread	1	count 3 and 4 is risky
Education_Level	Graduate	Graduate	College	College	Uneducated	1	Graduates >HS >= Unknown>=Uneducated, PG and PhD is less likely
Gender	M	F	F	F	M	1	Females is risky
Income_Category	Less_than_40K	40K_to_60K	40K_to_60K	Less_than_40K	Unknown	1	Less than 40K
Marital_Status	Unknown	Single	Married	Married	Unknown	1	Majority values is Married
Months_Inactive_12_mon						1	3
Months_on_book	good	similar	similar	loyal customer	similar	3	
Total_Amt_Chng_Q4_Q1						1	High frequency if transaction
Total_Ct_Chng_Q4_Q1						1	
Total_Relationship_Count	low	high	high	high	high	1	2 and 3 are most frequent
Total_Revolving_Bal	spread	low	mod	spread	spread	1	Majority values are low
Total_Trans_Amt	High transaction amount	low	mid amount till 5k high feq transaction	mid amount till 5k high feq transaction	mid amount till 5k med freq transaction	1	low amounts
Total_Trans_Ct	heavy user	moderate user	moderate user	moderate user	moderate user	1	Majority values are between 30 to 50

Dashboard