**CAPSTONE PROJECT 1**

**ANALYSIS OF** Bank Customer Churn **for Bailey’s Bank**

**Thomas Sheridan**

INTRODUCTION

In an era where customer loyalty is paramount, Baileys Bank faces a pivotal challenge with a 21% customer turnover rate. This high churn rate not only threatens potential revenue loss but also undermines the long-term sustainability and reputation of the bank. Understanding and effectively managing customer churn is crucial for Baileys Bank to maintain financial stability and reinforce its market position.

This project report outlines the comprehensive analysis conducted on customer data to understand the underlying reasons for customer departures and the factors influencing their decisions to leave. This report aims to provide practical insights that will help Baileys Bank improve customer retention and reduce the churn rate to less than 10% by the start of the next financial quarter by using advanced data analysis techniques.

The objectives of this analysis are twofold: to identify key patterns and triggers of customer churn at Baileys Bank and to develop targeted interventions to keep customers at risk of departure. This initiative involves collaboration among various stakeholders within the bank, including the CEO, CFO, CTO, and Customer Service Managers, ensuring a united front in enhancing service quality and customer satisfaction.

This report will help Baileys Bank improve customer retention and enhance its reputation as a customer-focused and innovative financial institution by analyzing data and engaging with customers.

**Data Wrangling**

**All**