**PROJECT DOCUMENTATION**

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1. **Project Name**

Bankchurn Model Prediction

1. **Work Process**

Here we used different process to predict the bank churn model and analyse the data to get the desired prediction such as,

Data Exploration

Data Cleaning

Feature Engineering

Preprocessing

Applying ML Algorithm

Logistic Regression

KNN Algorithm

Decision Tree

Random Forest

1. **Needs**

Past few months there has been decreased in the customers in the bank, since bank has initiated so many good policies and give various opportunity to the customer so that they can attracted towards bank. But by doing so many things there has been slightly decreased in the outcomes of the net worth of the bank.

So after facing these problems bank has finally taken decision that we must go for the solutions to get rid out of this problem, and that’s why we have came up this solutions which not only solve its problems but also increased it net worth.

1. **Solutions**

Since, the problem is that customers were churning from the banks so work did by our data analysis team is that they have analyse the past 2 years data and applied some algorithms and discovered that which features were responsible for churning and why? We have also find that which are the attributes or features that are not responsible for the churning of customers.

So bank has able to make there policies for those who really affect it worth.

We have also give them the final report so that they can understand the whole process that why customers are leaving the bank.

By getting our solutions bank can also decides there future policies for their future customers

1. **Benefits**

Severals benefits which bank can enjoys are:

* 1. Bank can make their future policies.
  2. Bank can increased their net worth.
  3. Bank can hold their customers.
  4. Bank used ours solutions as a reference to others problems as well.
  5. Customers can get more benefits if bank get more.
  6. Updates in the policies becomes easy for bank.
  7. If bank has right solutions for their problems then it eventually benefits their customers.
  8. Competition will be reduced if an organization has good policies for their customers.
  9. Employees also get more benefits from the bank if they attract more customers
  10. Launching of products will be easy for the bank because they know the exact requirements of their customers

1. **Financial Cost**

Since, we have applied the human work force only and we get data from bank itself.

So no cost has been applied for this model only basic charge for the organization has been required.

1. **Conclusion**

We implemented the methodology for predicting customer churn in banking services. The aim of the present study is to identify the features of churners from banking services. Demographic variables (e.g., age, gender, credit score, no. of products, etc), transaction data through banking portals

The solution we have proposed will help the bank to get most out of it and also get good solutions not only for their current problem but also for their future problems.