Bank Customer Churn Prediction

It is much more expensive to sign in a new client than keeping an existing one.

- It is advantageous for banks to know what leads a client towards the decision to leave the company.
- Churn prevention allows companies to develop loyalty programs and retention campaigns to keep as many customers as possible

Data acquisition and cleaning

- **Churn for Bank Customers dataset from:** https://www.kaggle.com/mathchi/churn-for-bank-customers;
- In total, 10,000 rows and 13 features in the raw dataset;
- Cleaned data contains 10 features.

Conclusion and future directions

- Finally, the prediction will be indicated using the SVM Kernel algorithm which obtained an accuracy of 86.24%. The rate of false positives was 12.92% and false negatives 20.43%, which was the lowest among the tested algorithms.
- Use ANN can improve the decision performace.