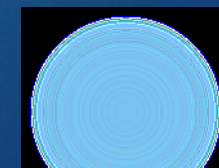
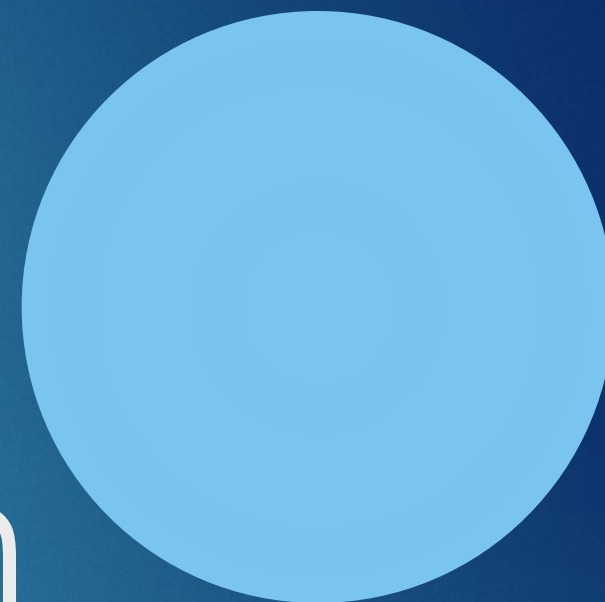
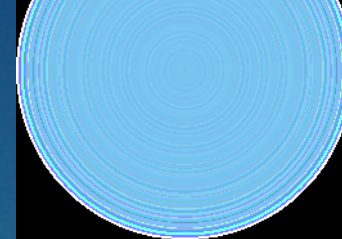




# Bank Customer Churn Prediction





# 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
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# 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 performance.