

CUSTOMER CHURN PREDICTION IN BANK INDUSTRY

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Usage of bank increases as the days goes by. With immense development in banking industry, the zone of banking industry fees humungous challenges due to huge volume of data is begin generated on a daily basis. Customer Churn analysis and prediction is the significant issue that faces by the banking sector. Acquiring new customers are tedious process now a days, so customer churn prediction plays a vital role in recent days. Churn is the action of customers discontinuing the bank and halt the services provided by the bank, due to the discomfort with the services. Business analysts and customer relationship management analysers need to know the reason for churn customers, as well as, behaviour patterns from the existing churn customer data. The primary data is collected from customer were used to create a predictive churn model to get customer rate. Furthermore, the data been separated based on category. The reduction algorithm like KNN, decision tree, logistic regression, RandomForest, AdaBoost and Gradient Boosting used to obtain effective data. Finally, it is optimising using cross-validation and Hyper-parameter tuning, It found that the method gain a best accuracy rate, covering rate for good measurement for bank customer churn prediction.