PARK SUNG JOON

# CREDIT CARD ATTRITIONS – AN ANALYTICAL INSIGHT

# PROBLEM STATEMENT

Our client is a business manager of a consumer credit card portfolio who is currently facing problems of customer attrition.

Key Requests:

- Reasons behind attritions

- Recommendations to prevent attritions based on data evidence

# DATA SET

Looking at the dataset, here are some key columns identified to assist in forming our hypothesis

1. Various customer information

   - Age, gender, education level, marital status, income are provided
   - Describes the **demographic** of customers

2. Credit card usage information

   - Card category shows the various **products** provided by the bank
   - Months on book shows the **relationship** period with the bank
   - Various **interaction metrics** such as months inactive, contacts count, total transaction amount changes, transaction amount, transaction count and transaction count changes are shared

# HYPOTHESIS

Observing the data provided, here are several curated hypothesis to guide the investigation into the reasons for attrition

1. Customers background such as their **income** could affect the degree of attritions

2. Based on **each product**, the attrition rate will differ

3. Key bank interaction metric such as **bank contacts** and **customer transactions** will affect the attrition rates
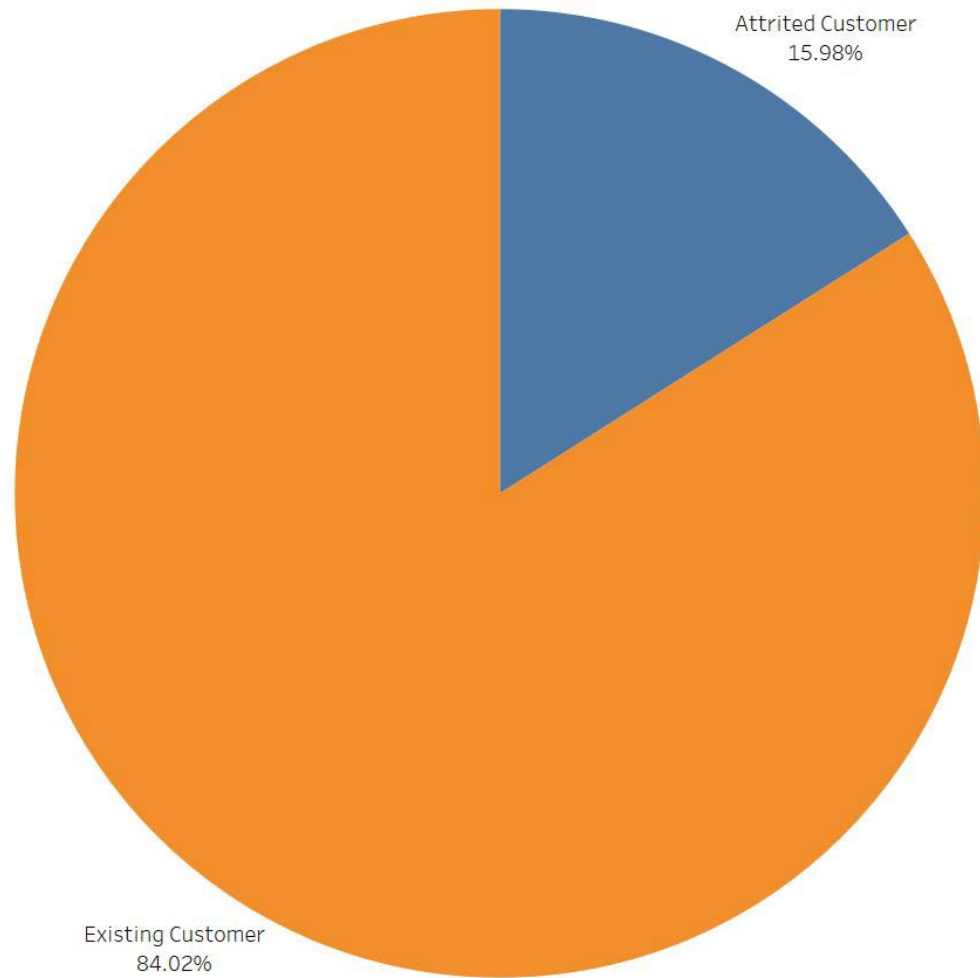
# DATA ANALYSIS STRATEGY

1. Observe the **overall** attrition rate

2. Identify **demographic** effects

3. Identify bank and customer interaction effects – this indicate **how** either the bank engage their customers or how customers use the bank

4. Observe their **interactive effects** on attrition rate

5. Provide **insights** and **recommendations**

## Explore

Based on the hypothesis, data is explored to test initial ideas

## Observe

Observe the trends based on the key plots and isolate critical factors

## Conclude

Provide feedback and insights based on analysis

# ATTRITION RATE



**15.98%**

OF CUSTOMERS HAVE
ATTRITED THEIR
ACCOUNTS

Attrited Customer
15.98%

Existing Customer
84.02%

# DEMOGRAPHIC EFFECTS

Income category

Earning less than $40k

Card category

Blue card seems to have the highest attrition rate

Customer age range

Age ranges from 41-45

Education level

Mostly belongs to graduates

Marital status

Are married

Gender

Mostly Female

Distinct count of Client..
1 ___ 23

Treemap for attrited
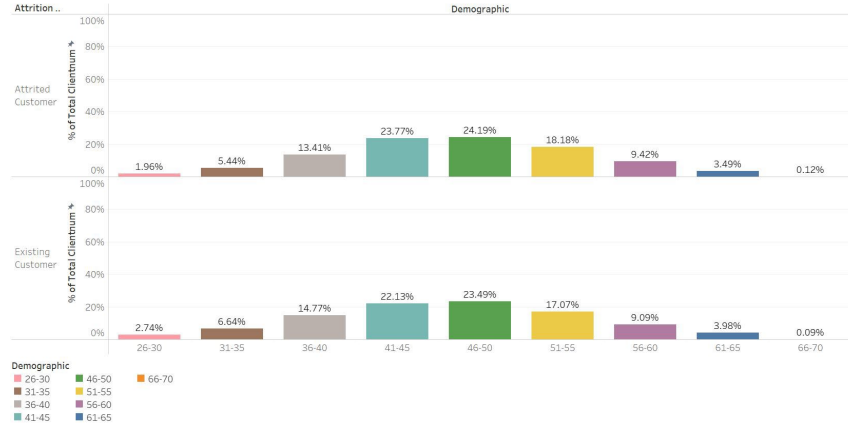
# DEMOGRAPHIC EFFECTS
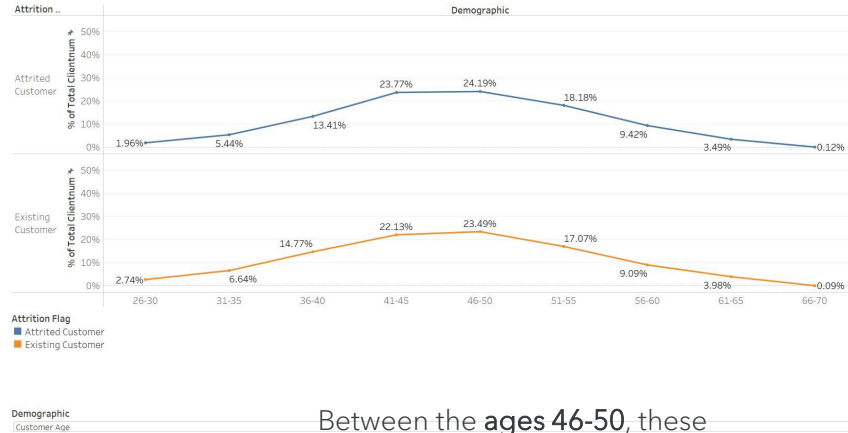


Demo effect - Bar plot
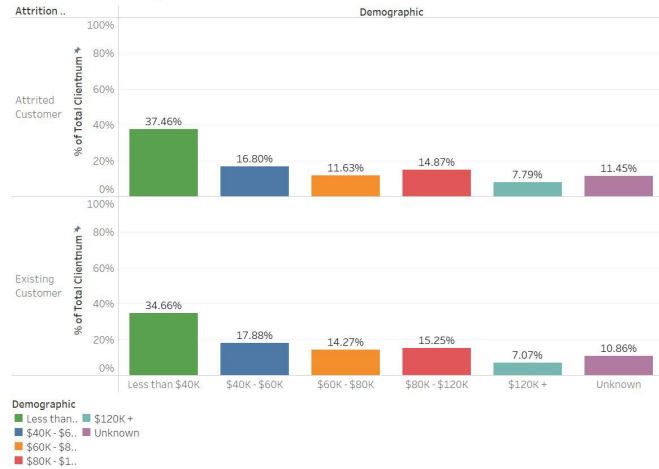
Demo effect - Line plot
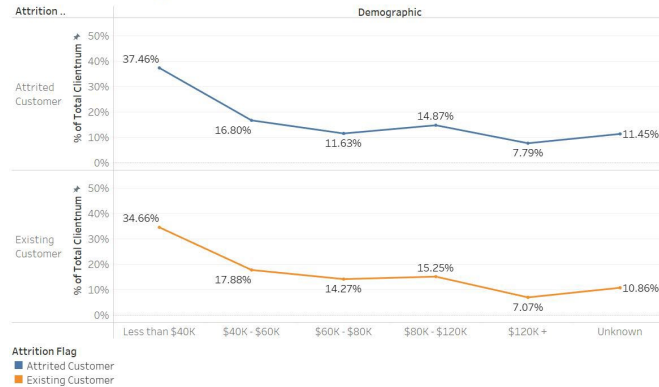
Those who earn less than $40k a year attrites the most. Should we provide more incentives to this group?

Demo effect - Bar plot

Demo effect - Line plot

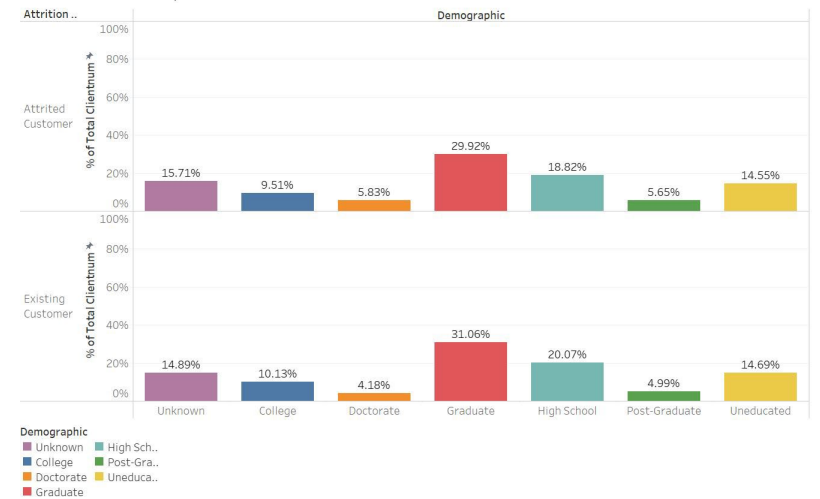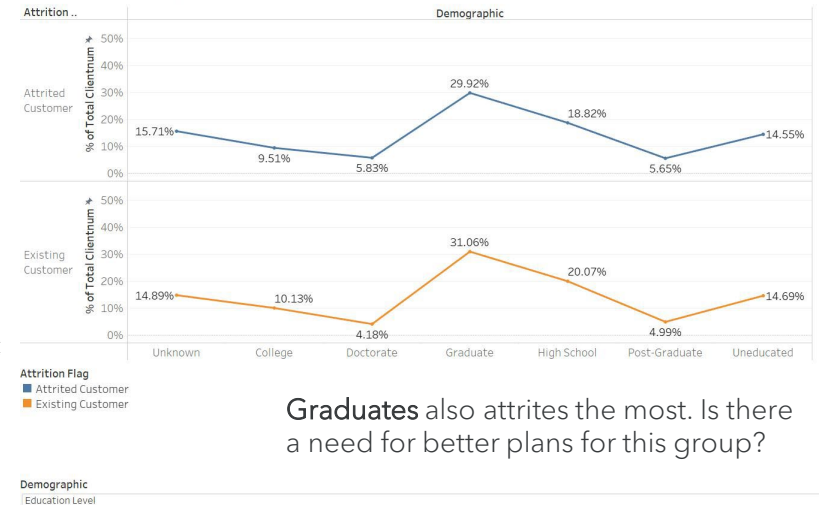Between the ages 46-50, these customers attrites the most.

Demo effect - Bar plot

Demo effect - Line plot

Graduates also attrites the most. Is there a need for better plans for this group?

AMONG THE DEMOGRAPHIC FACTORS, INCOME CATEGORY, CUSTOMER AGE AND EDUCATION LEVEL PROVIDES MOST INSIGHTS

However, more insights are required as these could be just correlations and not cause and effect relationships

# BANK – CUSTOMER INTERACTION EFFECTS

Based on the heat map analysis, the biggest discrepancies from attrited and existing customers come from the following:

1. Total transaction amount
2. Total transaction count
3. Contacts count in past 12 months
4. Total revolving balance

## Credit limit
### Attrition variables analysis - Heat map

| Income.. | Card Cate.. | Attrited Customer | Existing Customer |
|---|---|---|---|
| Less than $40K | Platinum | 15,987 | 15,987 |
| | Gold | 15,437 | 15,786 |
| | Silver | 12,359 | 12,229 |
| | Blue | 3,056 | 3,388 |
| $40K - $60K | Platinum | 23,981 | |
| | Gold | 23,981 | 22,159 |
| | Silver | 15,866 | 17,657 |
| | Blue | 4,366 | 4,631 |
| $60K - $80K | Platinum | | 34,516 |
| | Gold | 34,516 | 33,286 |
| | Silver | 30,064 | 29,553 |
| | Blue | 8,402 | 8,797 |
| $80K - $120K | Platinum | | 34,516 |
| | Gold | 34,516 | 34,516 |
| | Silver | 34,516 | 34,516 |
| | Blue | 12,883 | 14,124 |
| $120K+ | Platinum | | 34,516 |
| | Gold | 34,516 | 33,292 |
| | Silver | 34,516 | 34,116 |
| | Blue | 18,034 | 17,868 |

## Months Inactive (12 mon)
### Attrition variables analysis - Heat map

| Income.. | Card Cate.. | Attrited Customer | Existing Customer |
|---|---|---|---|
| Less than $40K | Platinum | 2.500 | 2.500 |
| | Gold | 2.750 | 2.750 |
| | Silver | 2.450 | 2.227 |
| | Blue | 2.686 | 2.302 |
| $40K - $60K | Platinum | 3.000 | |
| | Gold | 2.500 | 1.923 |
| | Silver | 2.364 | 2.068 |
| | Blue | 2.696 | 2.238 |
| $60K - $80K | Platinum | | 2.250 |
| | Gold | 3.000 | 2.000 |
| | Silver | 3.091 | 2.353 |
| | Blue | 2.657 | 2.272 |
| $80K - $120K | Platinum | | 2.000 |
| | Gold | 2.600 | 2.000 |
| | Silver | 2.727 | 2.179 |
| | Blue | 2.698 | 2.268 |
| $120K+ | Platinum | | 2.250 |
| | Gold | 1.500 | 2.688 |
| | Silver | 2.818 | 2.306 |
| | Blue | 2.761 | 2.226 |

## Months on book
### Attrition variables analysis - Heat map

| Income.. | Card Cate.. | Attrited Customer | Existing Customer |
|---|---|---|---|
| Less than $40K | Platinum | 39.50 | 35.50 |
| | Gold | 36.25 | 34.30 |
| | Silver | 36.90 | 34.54 |
| | Blue | 36.00 | 35.91 |
| $40K - $60K | Platinum | 31.00 | |
| | Gold | 31.00 | 32.46 |
| | Silver | 35.45 | 36.44 |
| | Blue | 35.84 | 35.89 |
| $60K - $80K | Platinum | | 33.50 |
| | Gold | 34.00 | 35.65 |
| | Silver | 36.73 | 35.26 |
| | Blue | 36.10 | 35.55 |
| $80K - $120K | Platinum | | 40.50 |
| | Gold | 39.40 | 36.88 |
| | Silver | 35.73 | 35.26 |
| | Blue | 36.31 | 36.07 |
| $120K+ | Platinum | | 34.25 |
| | Gold | 21.00 | 38.00 |
| | Silver | 38.45 | 36.51 |
| | Blue | 36.97 | 36.92 |

## Total amt change Q4 Q1
### Attrition variables analysis - Heat map

| Income.. | Card Cate.. | Attrited Customer | Existing Customer |
|---|---|---|---|
| Less than $40K | Platinum | 0.6310 | 0.7225 |
| | Gold | 0.7233 | 0.7347 |
| | Silver | 0.7075 | 0.7852 |
| | Blue | 0.6860 | 0.7655 |
| $40K - $60K | Platinum | 0.9870 | |
| | Gold | 0.5605 | 0.7639 |
| | Silver | 0.6417 | 0.7732 |
| | Blue | 0.6786 | 0.7743 |
| $60K - $80K | Platinum | | 0.7900 |
| | Gold | 0.8172 | 0.7392 |
| | Silver | 0.7433 | 0.7494 |
| | Blue | 0.6992 | 0.7860 |
| $80K - $120K | Platinum | | 0.7450 |
| | Gold | 0.8332 | 0.7774 |
| | Silver | 0.6990 | 0.7732 |
| | Blue | 0.7108 | 0.7772 |
| $120K+ | Platinum | | 0.7800 |
| | Gold | 0.9935 | 0.8743 |
| | Silver | 0.7156 | 0.7678 |
| | Blue | 0.6973 | 0.7587 |

## Total ct change Q4 Q1
### Attrition variables analysis - Heat map

| Income.. | Card Cate.. | Attrited Customer | Existing Customer |
|---|---|---|---|
| Less than $40K | Platinum | 0.5420 | 0.7445 |
| | Gold | 0.5930 | 0.7335 |
| | Silver | 0.5966 | 0.7304 |
| | Blue | 0.5410 | 0.7475 |
| $40K - $60K | Platinum | 0.5120 | |
| | Gold | 0.6445 | 0.7182 |
| | Silver | 0.5690 | 0.7131 |
| | Blue | 0.5583 | 0.7400 |
| $60K - $80K | Platinum | | 0.7550 |
| | Gold | 0.6220 | 0.6715 |
| | Silver | 0.7185 | 0.6893 |
| | Blue | 0.5649 | 0.7490 |
| $80K - $120K | Platinum | | 0.9265 |
| | Gold | 0.6540 | 0.7568 |
| | Silver | 0.6138 | 0.7299 |
| | Blue | 0.5735 | 0.7393 |
| $120K+ | Platinum | | 0.6033 |
| | Gold | 0.6760 | 0.7409 |
| | Silver | 0.5989 | 0.7642 |
| | Blue | 0.5517 | 0.7118 |

## Total relationship count
### Attrition variables analysis - Heat map

| Income.. | Card Cate.. | Attrited Customer | Existing Customer |
|---|---|---|---|
| Less than $40K | Platinum | 4.000 | 1.000 |
| | Gold | 4.000 | 3.200 |
| | Silver | 3.950 | 3.418 |
| | Blue | 3.447 | 3.923 |
| $40K - $60K | Platinum | 2.000 | |
| | Gold | 2.500 | 2.462 |
| | Silver | 3.091 | 3.443 |
| | Blue | 3.257 | 3.920 |
| $60K - $80K | Platinum | | 2.000 |
| | Gold | 2.667 | 2.913 |
| | Silver | 2.455 | 3.682 |
| | Blue | 3.314 | 3.973 |
| $80K - $120K | Platinum | | 2.000 |
| | Gold | 3.800 | 3.375 |
| | Silver | 2.727 | 3.558 |
| | Blue | 2.912 | 4.032 |
| $120K+ | Platinum | | 2.500 |
| | Gold | 2.000 | 2.750 |
| | Silver | 3.455 | 3.469 |
| | Blue | 3.248 | 3.974 |

## Total revolving balance
### Attrition variables analysis - Heat map

| Income.. | Card Cate.. | Attrited Customer | Existing Customer |
|---|---|---|---|
| Less than $40K | Platinum | 97 | 1,878 |
| | Gold | 819 | 1,222 |
| | Silver | 928 | 1,281 |
| | Blue | 679 | 1,238 |
| $40K - $60K | Platinum | 593 | |
| | Gold | 727 | 1,395 |
| | Silver | 115 | 1,237 |
| | Blue | 656 | 1,269 |
| $60K - $80K | Platinum | | 1,659 |
| | Gold | 1,973 | 1,462 |
| | Silver | 376 | 1,165 |
| | Blue | 533 | 1,247 |
| $80K - $120K | Platinum | | 1,627 |
| | Gold | 661 | 1,323 |
| | Silver | 734 | 1,308 |
| | Blue | 763 | 1,288 |
| $120K+ | Platinum | | 1,726 |
| | Gold | 846 | 1,472 |
| | Silver | 663 | 1,586 |
| | Blue | 676 | 1,306 |

## Total trans amt
### Attrition variables analysis - Heat map

| Income.. | Card Cate.. | Attrited Customer | Existing Customer |
|---|---|---|---|
| Less than $40K | Platinum | 4,851 | 11,976 |
| | Gold | 6,384 | 7,112 |
| | Silver | 5,215 | 7,484 |
| | Blue | 2,754 | 4,542 |
| $40K - $60K | Platinum | 4,758 | |
| | Gold | 6,838 | 11,452 |
| | Silver | 4,255 | 6,186 |
| | Blue | 2,902 | 4,501 |
| $60K - $80K | Platinum | | 11,665 |
| | Gold | 5,950 | 8,117 |
| | Silver | 4,794 | 6,697 |
| | Blue | 3,053 | 4,381 |
| $80K - $120K | Platinum | | 7,505 |
| | Gold | 5,304 | 5,815 |
| | Silver | 5,172 | 6,833 |
| | Blue | 3,558 | 4,423 |
| $120K+ | Platinum | | 10,885 |
| | Gold | 8,412 | 9,131 |
| | Silver | 4,297 | 6,738 |
| | Blue | 3,216 | 4,409 |

## Total trans count
### Attrition variables analysis - Heat map

| Income.. | Card Cate.. | Attrited Customer | Existing Customer |
|---|---|---|---|
| Less than $40K | Platinum | 58.50 | 109.50 |
| | Gold | 62.75 | 79.00 |
| | Silver | 55.15 | 81.43 |
| | Blue | 43.65 | 70.21 |
| $40K - $60K | Platinum | 65.00 | |
| | Gold | 62.50 | 100.92 |
| | Silver | 52.73 | 75.90 |
| | Blue | 44.05 | 67.89 |
| $60K - $80K | Platinum | | 109.50 |
| | Gold | 61.33 | 84.78 |
| | Silver | 50.09 | 77.98 |
| | Blue | 43.92 | 64.65 |
| $80K - $120K | Platinum | | 63.50 |
| | Gold | 58.00 | 77.81 |
| | Silver | 52.41 | 76.79 |
| | Blue | 46.72 | 64.48 |
| $120K+ | Platinum | | 99.50 |
| | Gold | 68.50 | 94.56 |
| | Silver | 53.36 | 77.71 |
| | Blue | 44.50 | 65.49 |

## Contacts count 12 months
### Attrition variables analysis - Heat map

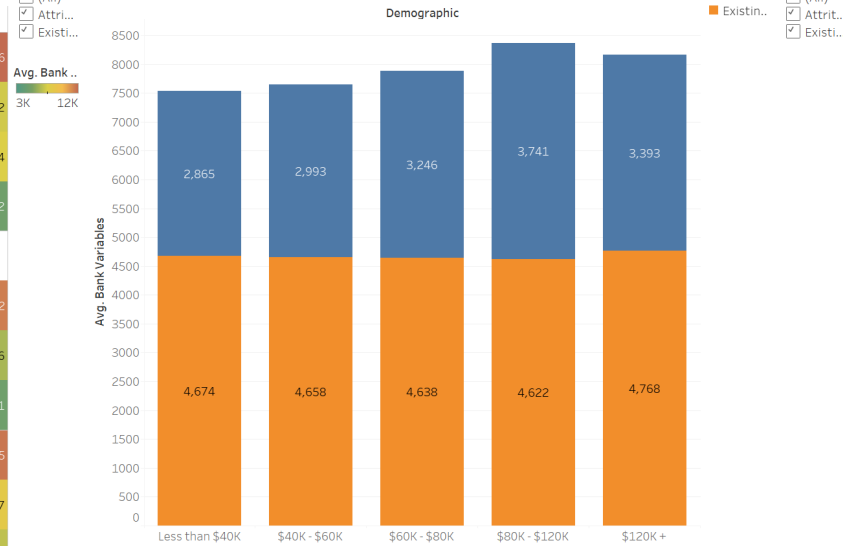| Income.. | Card Cate.. | Attrited Customer | Existing Customer |
|---|---|---|---|
| Less than $40K | Platinum | 3.500 | 2.000 |
| | Gold | 2.750 | 2.400 |
| | Silver | 3.100 | 2.309 |
| | Blue | 2.869 | 2.326 |
| $40K - $60K | Platinum | 4.000 | |
| | Gold | 2.000 | 2.462 |
| | Silver | 3.091 | 2.239 |
| | Blue | 3.105 | 2.353 |
| $60K - $80K | Platinum | | 1.750 |
| | Gold | 3.167 | 2.217 |
| | Silver | 3.364 | 2.424 |
| | Blue | 2.971 | 2.372 |
| $80K - $120K | Platinum | | 2.500 |
| | Gold | 3.200 | 2.375 |
| | Silver | 3.091 | 2.411 |
| | Blue | 2.944 | 2.395 |
| $120K+ | Platinum | | 2.500 |
| | Gold | 3.500 | 2.188 |
| | Silver | 2.545 | 2.347 |
| | Blue | 2.991 | 2.466 |

LET US TAKE A LOOK AT THEIR EFFECTS UP CLOSE

## Attrition variables analysis - Heat map

| Income.. | Card Cate.. | Attrited Customer | Existing Customer |
|---|---|---|---|
| Less than $40K | Platinum | 4,851 | 11,976 |
| | Gold | 6,384 | 7,112 |
| | Silver | 5,215 | 7,484 |
| | Blue | 2,754 | 4,542 |
| $40K - $60K | Platinum | 4,758 | |
| | Gold | 6,838 | 11,452 |
| | Silver | 4,255 | 6,186 |
| | Blue | 2,902 | 4,501 |
| $60K - $80K | Platinum | | 11,665 |
| | Gold | 5,950 | 8,117 |
| | Silver | 4,794 | 6,697 |
| | Blue | 3,053 | 4,381 |
| $80K - $120K | Platinum | | 7,505 |
| | Gold | 5,304 | 5,815 |
| | Silver | 5,172 | 6,833 |
| | Blue | 3,558 | 4,423 |
| $120K + | Platinum | | 10,885 |
| | Gold | 8,412 | 9,131 |
| | Silver | 4,297 | 6,738 |
| | Blue | 3,216 | 4,409 |

Attrition Flag

Attrition Fl.. : (All), Attri.., Existi..

Avg. Bank .. : 3K — 12K

## Attrition variables analysis - bar plot

**Demographic**

Attrition Fl.. : Attrite.., Existi..
Attrition Fl.. : (All), Attri.., Existi..

| | Less than $40K | $40K - $60K | $60K - $80K | $80K - $120K | $120K + |
|---|---|---|---|---|---|
| Attrited | 2,865 | 2,993 | 3,246 | 3,741 | 3,393 |
| Existing | 4,674 | 4,658 | 4,638 | 4,622 | 4,768 |

Avg. Bank Variables

## Attrition variables analysis - line plot

**Demographic**

Attrition Fl.. : (All), Attri.., Existi..

Existing: 4,674 — 4,658 — 4,638 — 4,622 — 4,768
Attrited: 2,865 — 2,993 — 3,246 — 3,741 — 3,393

Avg. Bank Variables

Demographic: Income Category
Bank Variables: Total Trans Amt

From the heat map we can see **huge discrepancies** in the total transaction amount between **attrited** customers and **existing** customers

**Attrited** customers will have significantly **lower transaction amounts** across all card products

From previous demographic analysis, we know **income category** had a correlation to the attrition rate as well

Relating both **income category** and **total transaction amount** a trend was observed

As income decreases, total transaction amount also **decreases**, highlighting the underlying cause of higher attrition rates
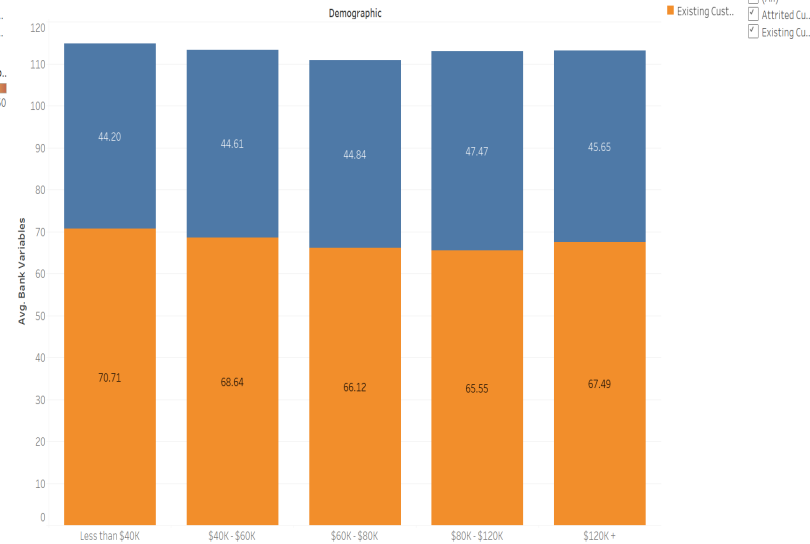
BASED ON TRANSACTION AMOUNT, ATTRITED CUSTOMERS HAVE LOWER TRANSACTION AMOUNTS THIS ALSO HAS A CORRELATION TO INCOME CATEGORY THEY BELONG TO

# BANK – TOTAL TRANSACTION COUNT



Consequently from the low transaction amounts, Attrited customers will naturally have **lower transaction counts** across all card products as well
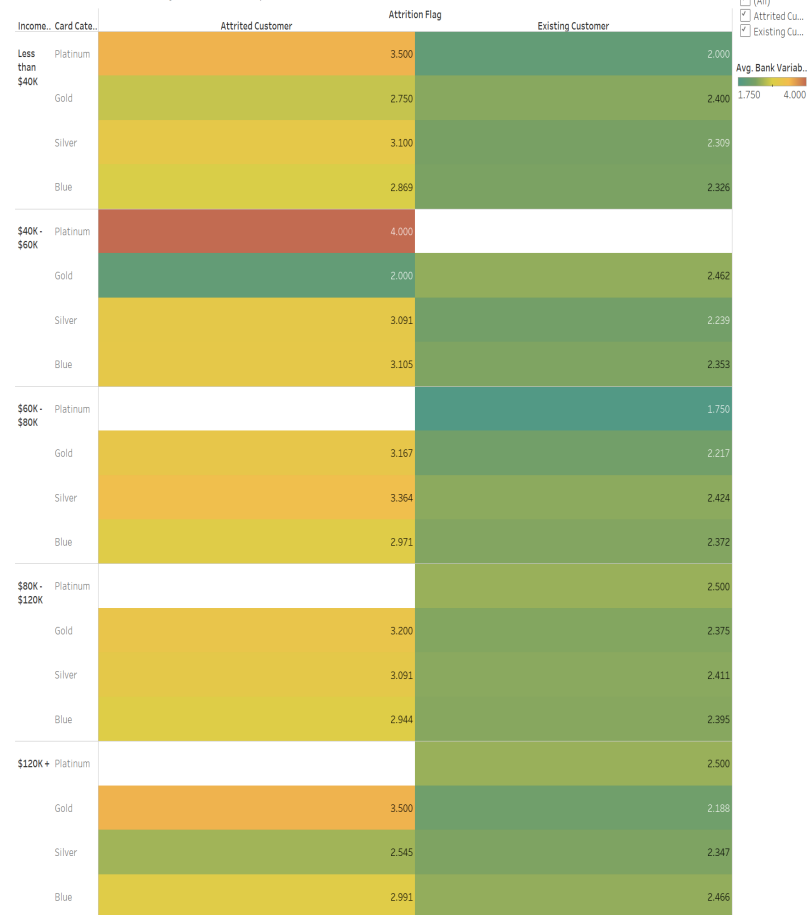
A trend however cannot be observed based of income category, indicating that the **transaction counts** may be **similar**, but based of different income levels, the **amounts transacted** are primarily the main difference
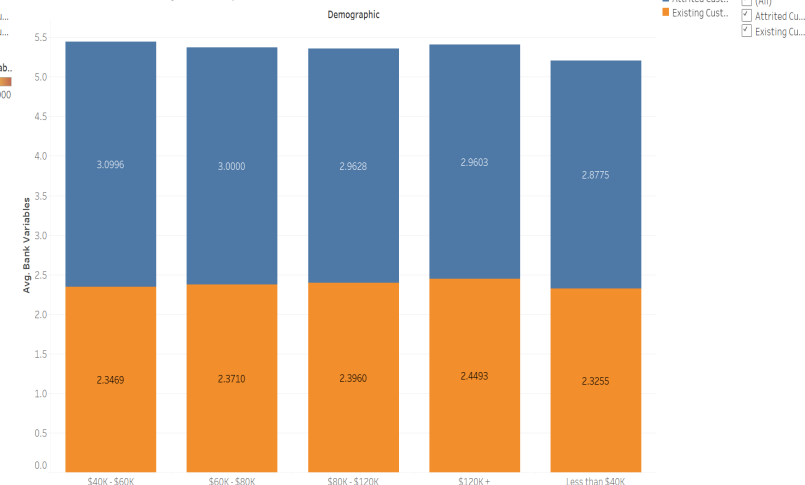
Screening through other demographic factors, they all seem to have **low correlation** as well

**TRANSACTION AMOUNT AND COUNTS ARE HIGHLY CORRELATED HOWEVER, INCOME CATEGORY IS MORE CORRELATED TO THE TRANSACTION AMOUNT**

Based on the **contact counts** in the past 12 months, attrited customers across all products received **higher counts** of call from the bank
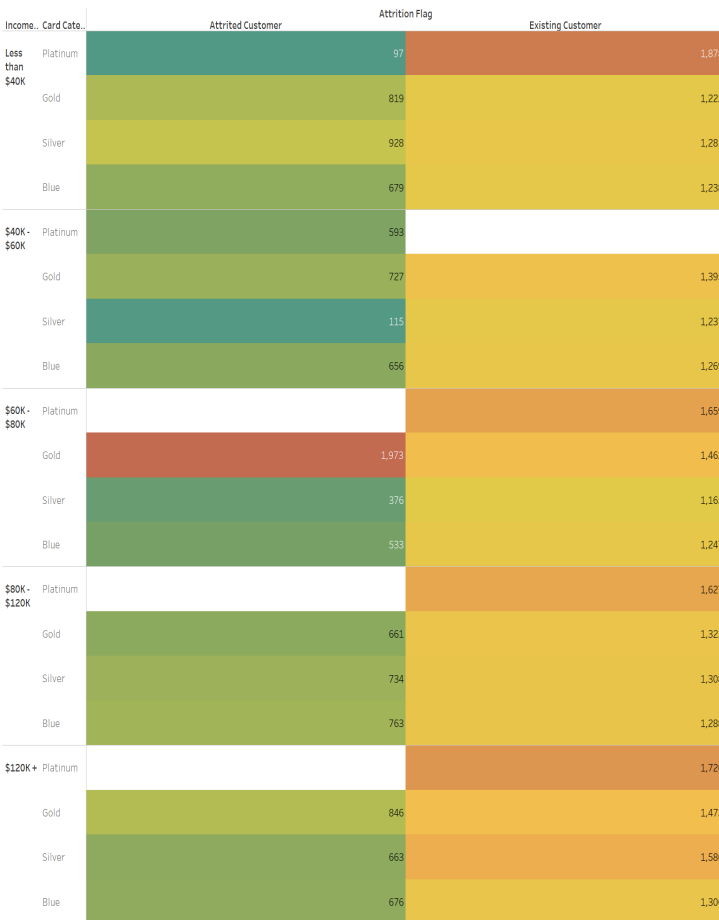
This raises the questions on the **effect** of calls on these customers and whether there is a need to **revise the marketing strategy** in promoting products to possibly attriting customers

Similarly a trend based on demographic factors are not observed, **eliminating the influence** on demographic on the effectiveness of the calls
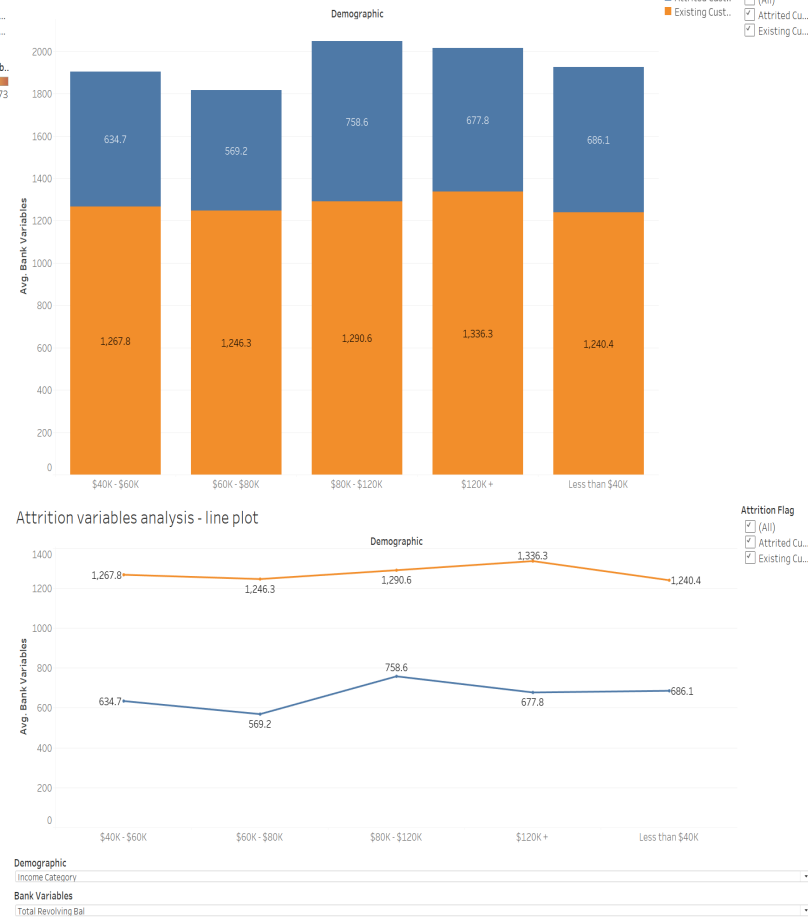
# BANK – TOTAL REVOLVING BALANCE



Based on the **total revolving balance**, **attrited** customers across all products have substantially **lower amounts**.

The only **outlier** being the Gold card for the income category from $60K - $80K

Despite the outlier, the contacts to attriting customers was **still higher** than existing customers, indicating total revolving balance is **not the main trigger** for increased calls. Most likely the transaction amounts and calls.

Similarly a trend based on demographic factors are not observed, **eliminating the influence** on demographic on the total revolving balance.

**WITH A DECREASE IN TOTAL REVOLVING BALANCE, ATTRITING CUSTOMERS ALSO INCREASED. DEMOGRAPHIC INFLUENCE ARE NOT A FACTOR IN THIS CASE.**

# REVISING THE THOUGHT PROCESS

Observing the data so far, several bank metrics are identified that could give an idea on how attrited customers behaved

1.  Main interaction by the bank are their **contact calls**

2.  Customer behavior can be seen through their **transaction amount, count, revolving balance** and **credit limit**

3.  Are the contacts **sufficient**? Are they doing enough to retain customers?

4.  Can these metrics provide another outlook on the **reasons for attrition** and **strategize** on how to avoid them?
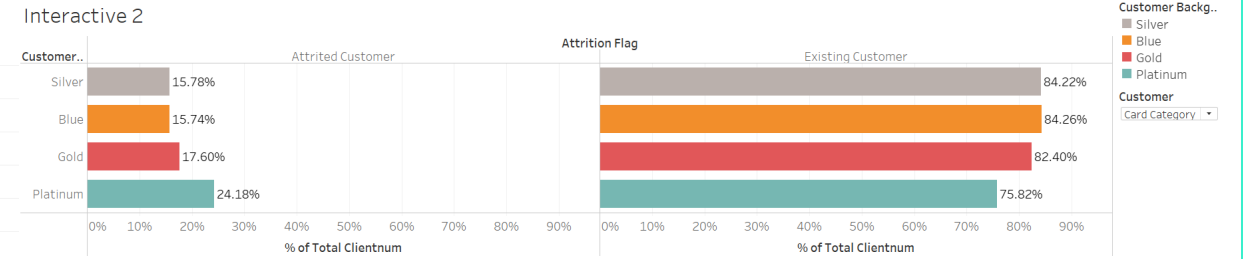
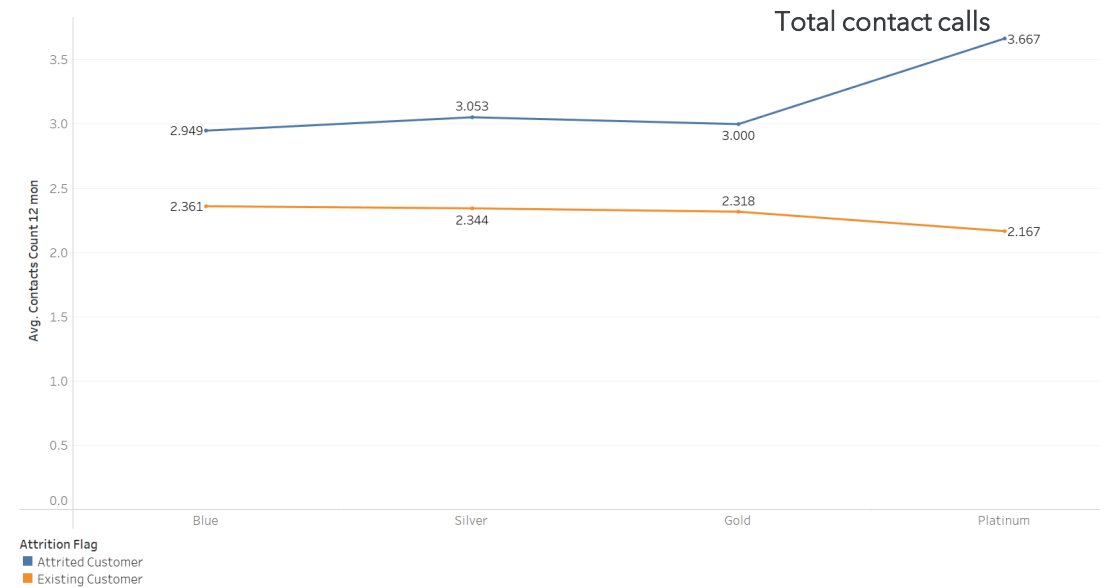# DIVING DEEPER INTO THE INTERACTIONS
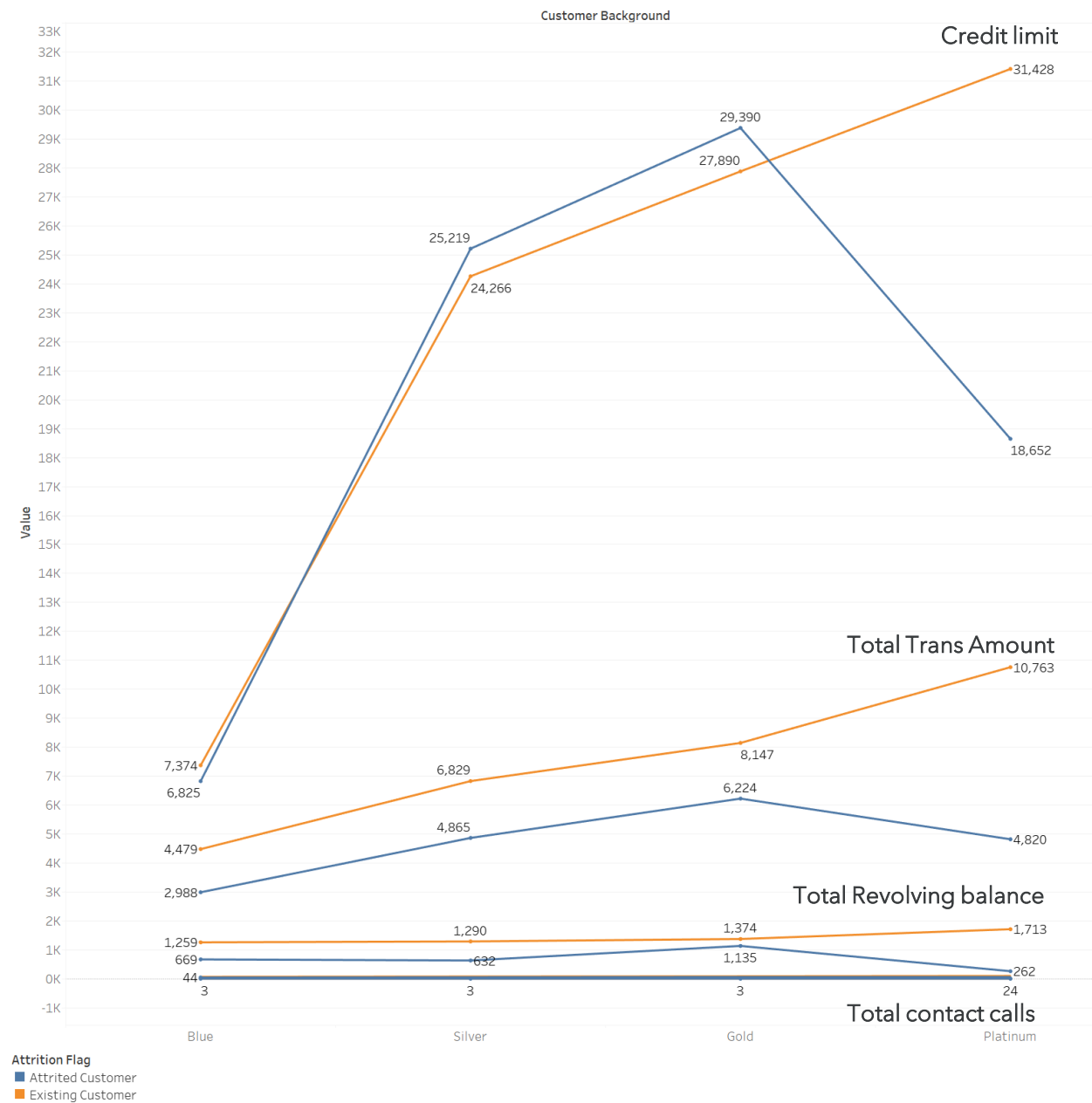
Interactive 1



Interactive 2



It can be seen from the line plots that attriting customers for platinum holders **reduces their credit limit**

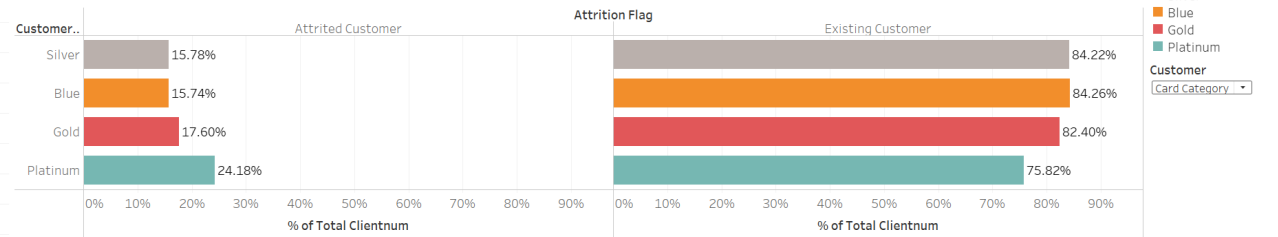Their **transaction amount also decreases** significantly compared to existing customers

The contact calls increases with these metrics but despite that, the **attrition rate is still high** for platinum holders.

Interactive 1

Credit limit

Customer Background

31,428
29,390
27,890
25,219
24,266
18,652

Total Trans Amount

10,763
8,147
7,374
6,825
6,829
6,224
4,865
4,479
4,820

Total Revolving balance

1,713
1,374
1,290
1,259
1,135
669
632
262

Blue    Silver    Gold    Platinum

Attrition Flag
■ Attrited Customer
■ Existing Customer

Interactive 2

Customer Backg..
■ Silver
■ Blue
■ Gold
■ Platinum

Customer
Card Category

| Customer.. | Attrited Customer | Attrition Flag | Existing Customer |
|---|---|---|---|
| Silver | 15.78% | | 84.22% |
| Blue | 15.74% | | 84.26% |
| Gold | 17.60% | | 82.40% |
| Platinum | 24.18% | | 75.82% |

% of Total Clientnum
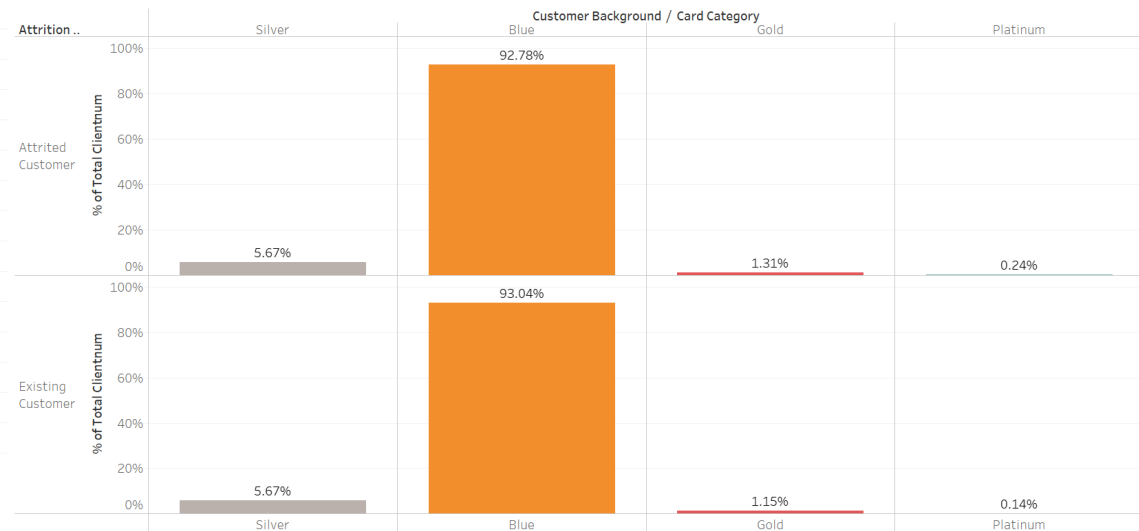
Comparing between attrited and existing, **platinum** card holders have attrited the most

Interactive 3

Customer Background / Card Category

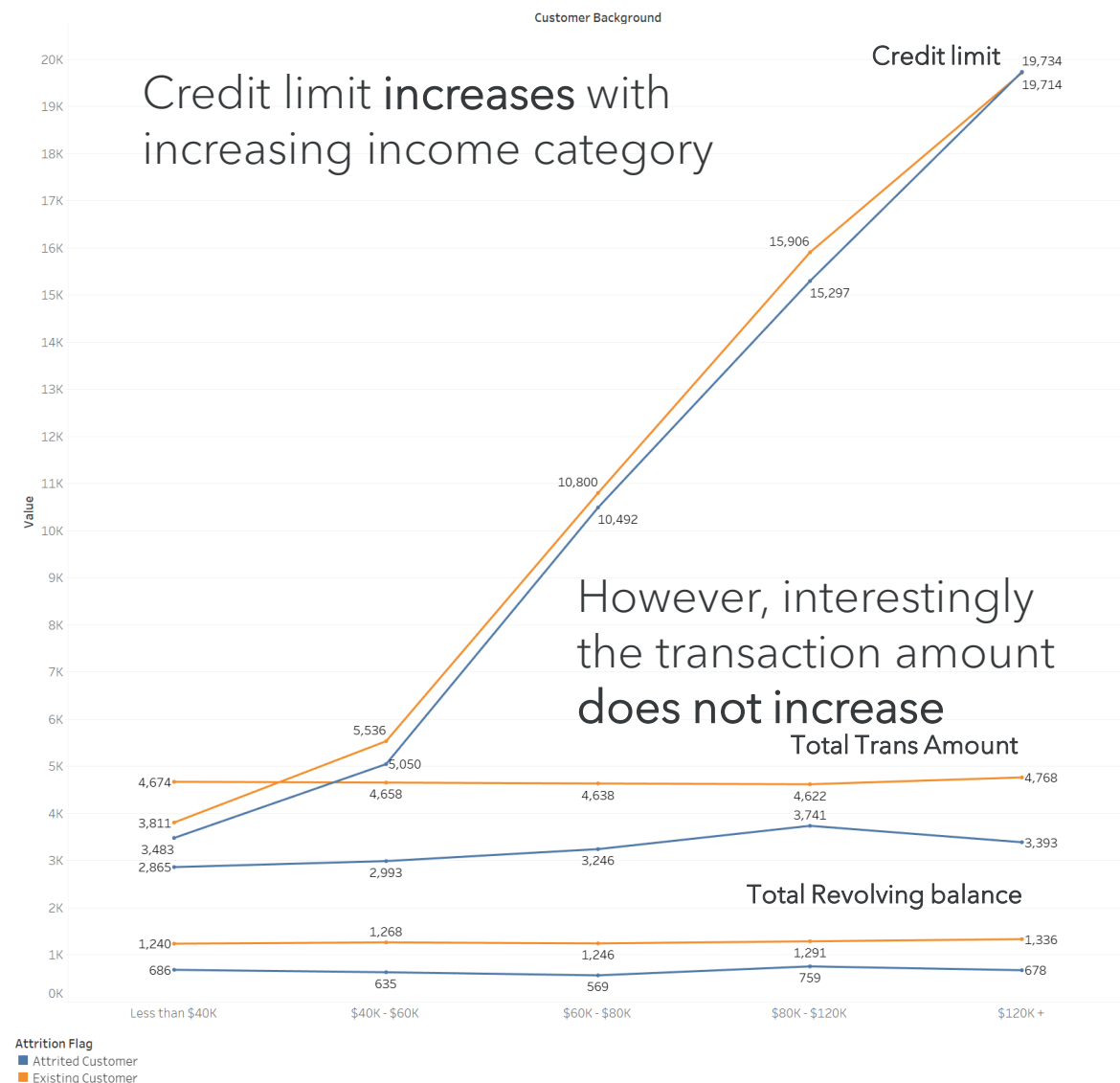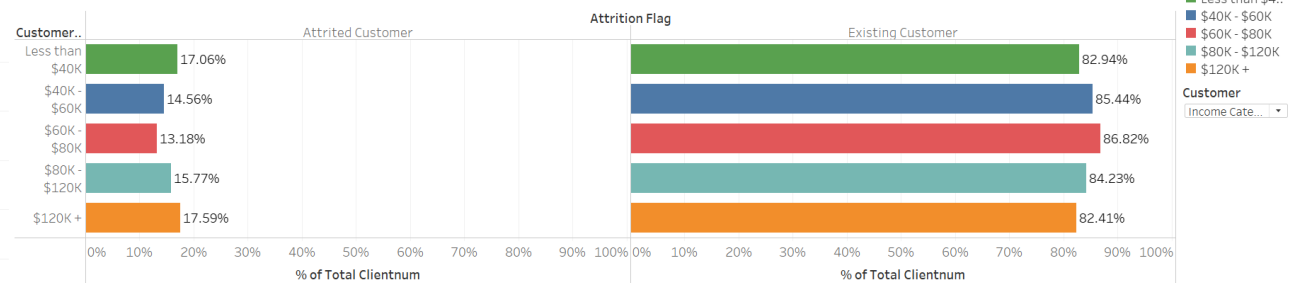| Attrition .. | Silver | Blue | Gold | Platinum |
|---|---|---|---|---|
| Attrited Customer | 5.67% | 92.78% | 1.31% | 0.24% |
| Existing Customer | 5.67% | 93.04% | 1.15% | 0.14% |

% of Total Clientnum

However across the board all the attrited customers, **blue card holders** has attrited the most among all the
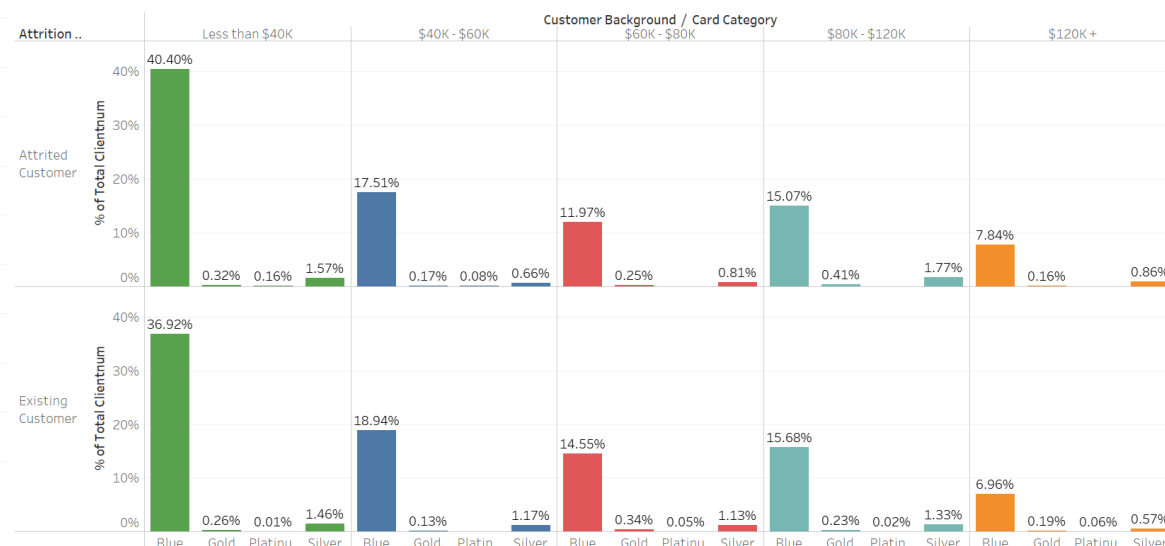
# DIVING DEEPER INTO THE INTERACTIONS

Interactive 1

**Credit limit increases with increasing income category**

Credit limit

Customer Background

20K — 19,734 / 19,714
19K
18K
17K — 15,906 / 15,297
16K
15K
14K
13K
12K
11K — 10,800 / 10,492
10K
9K
8K
7K
6K — 5,536 / 5,050
5K
4K
3K
2K
1K
0K

**However, interestingly the transaction amount does not increase**

Total Trans Amount

4,674 — 4,658 — 4,638 — 4,622 — 4,768
3,811 — 3,741 — 3,393
3,483 / 2,865 — 2,993 — 3,246

Total Revolving balance

1,240 — 1,268 — 1,246 — 1,291 — 1,336
686 — 635 — 569 — 759 — 678

Less than $40K | $40K - $60K | $60K - $80K | $80K - $120K | $120K +

Attrition Flag
- Attrited Customer
- Existing Customer

Interactive 2

| Customer.. | Attrited Customer | | Existing Customer |
|---|---|---|---|
| Less than $40K | 17.06% | | 82.94% |
| $40K - $60K | 14.56% | | 85.44% |
| $60K - $80K | 13.18% | | 86.82% |
| $80K - $120K | 15.77% | | 84.23% |
| $120K + | 17.59% | | 82.41% |

Attrition Flag

% of Total Clientnum — % of Total Clientnum

Customer Backg..
- Less than $4..
- $40K - $60K
- $60K - $80K
- $80K - $120K
- $120K +

Customer
Income Cate..

**Among the income categories, the lowest and highest brackets have the highest attrition rates. So despite the earning power of customers, customers are still choosing to attrite**
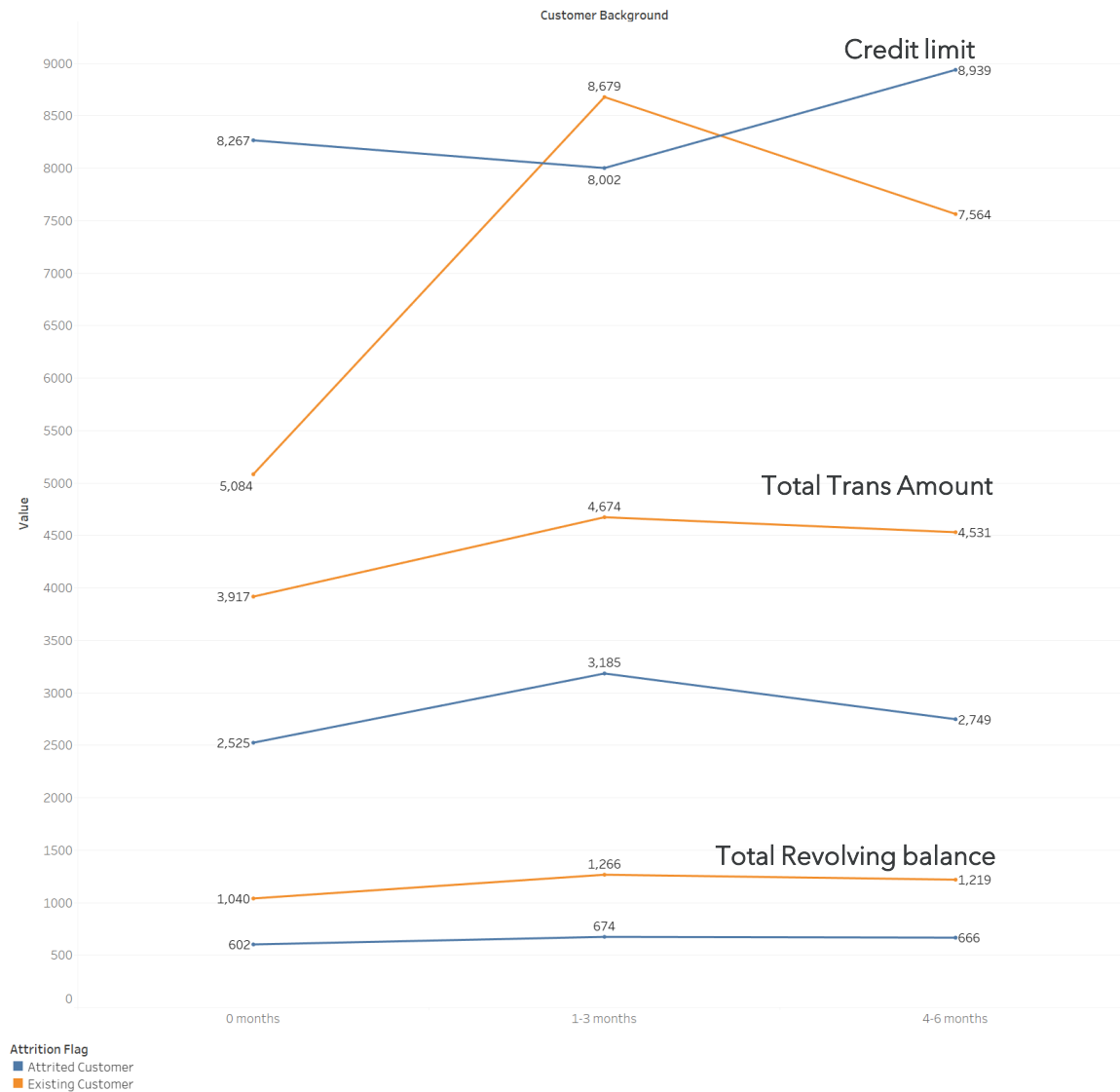
Interactive 3

Customer Background / Card Category

Attrition ..   Less than $40K | $40K - $60K | $60K - $80K | $80K - $120K | $120K +

**Attrited Customer**
- Less than $40K: Blue 40.40%, Gold 0.32%, Platinum 0.16%, Silver 1.57%
- $40K - $60K: Blue 17.51%, Gold 0.17%, Platin.. 0.08%, Silver 0.66%
- $60K - $80K: Blue 11.97%, Gold 0.25%, Silver 0.81%
- $80K - $120K: Blue 15.07%, Gold 0.41%, Silver 1.77%
- $120K +: Blue 7.84%, Gold 0.16%, Silver 0.86%

**Existing Customer**
- Less than $40K: Blue 36.92%, Gold 0.26%, Platinum 0.01%, Silver 1.46%
- $40K - $60K: Blue 18.94%, Gold 0.13%, Silver 1.17%
- $60K - $80K: Blue 14.55%, Gold 0.34%, Platin.. 0.05%, Silver 1.13%
- $80K - $120K: Blue 15.68%, Gold 0.23%, Platin.. 0.02%, Silver 1.33%
- $120K +: Blue 6.96%, Gold 0.19%, Platin.. 0.06%, Silver 0.57%

% of Total Clientnum

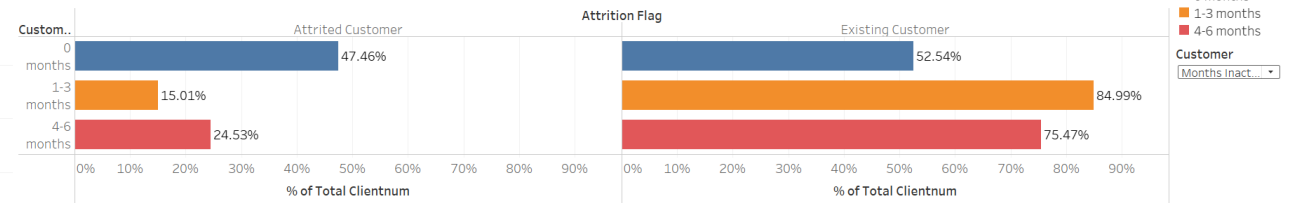Blue | Gold | Platinu.. | Silver

**As suspected, the lower income bracket with the blue card has the highest attrition rate. Interestingly, this is also the same for all income brackets. Blue card may require more support**
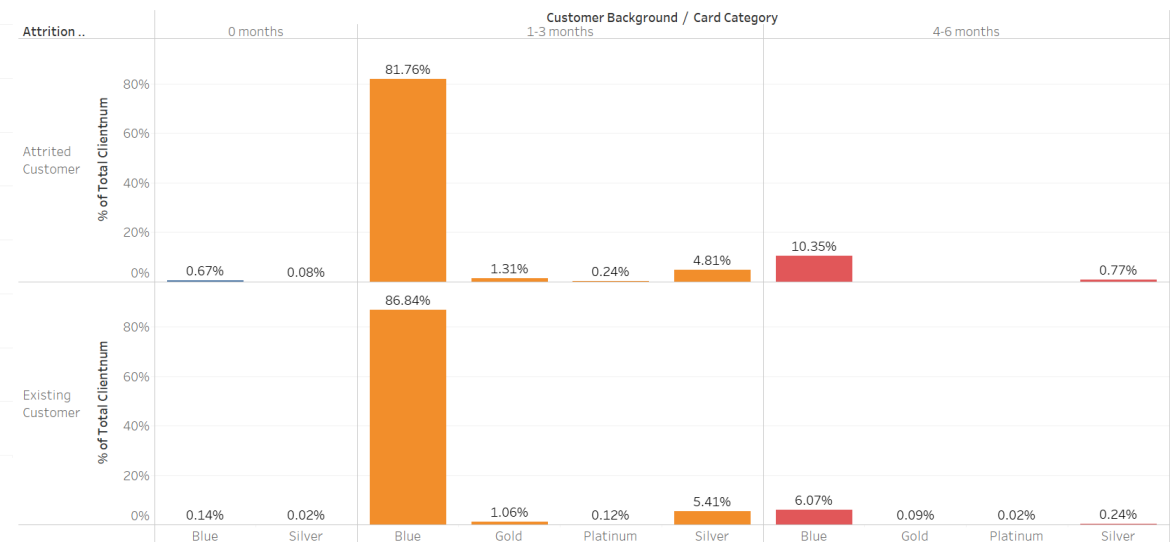
# DIVING DEEPER INTO THE INTERACTIONS



Months inactive also provides an interesting insight where customers with 0 months of inactivity has the highest attrition rate
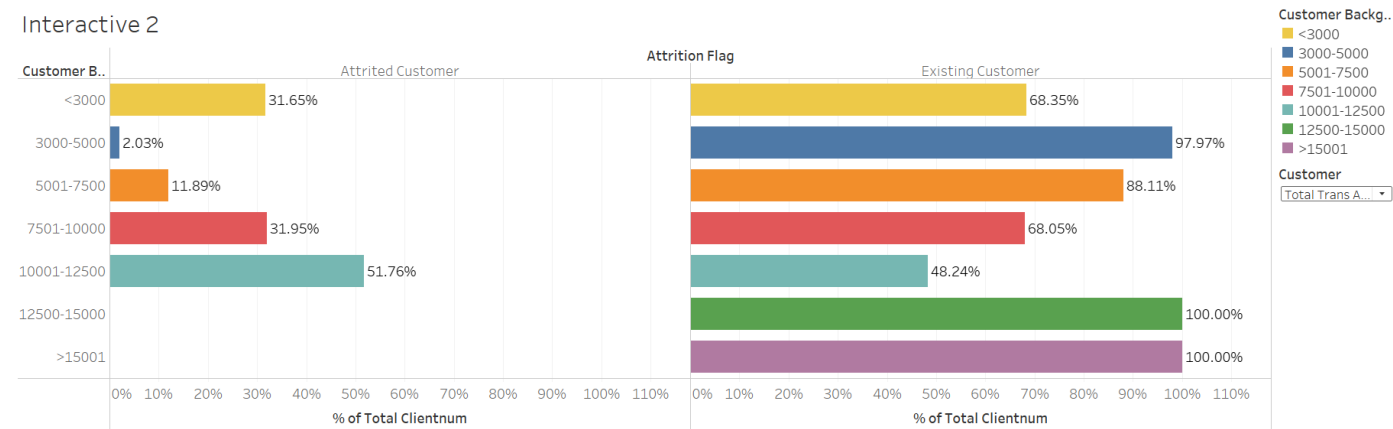
But looking across the attritions, customers inactive for 1-3 months with the blue card product will have attrited the most. Highlighting another metric to identify potential attritions
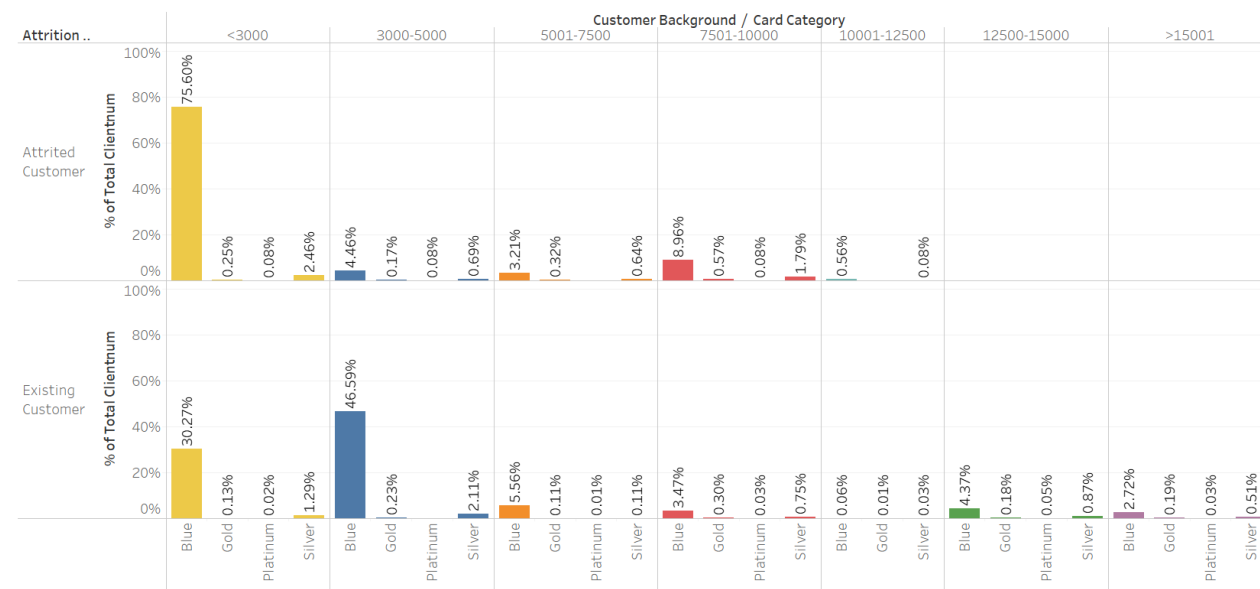
# DIVING DEEPER INTO THE INTERACTIONS

Interactive 2



Total transaction amount provides another insight where customers using $10001 - $12500 has the highest attrition rate when comparing between existing and attrited

Interactive 3



Across the board however, customers using less than $3000 shows the highest attrition rate overall.

Additionally, it is once again highlighted the weakness of the blue card.

# SUMMARY OF RECOMMENDATIONS

# INCOME CATEGORY

The income category that customers belongs to provided the most impact on whether they would attrite or not.

Both the **lowest** (less than $40k) and **highest** (more than $120k) showed the **highest attrition** rates

Among the attrited customers, **the lowest income bracket** had the highest attrition rate, indicating the priority group to target

An additional insight is despite the consequent **increase in the credit limit** based on the income bracket, customers are **not transacting** as much.

A look into promoting transaction rates can also help bring **more revenue** for the bank

# MONTHS OF INACTIVITY

Customers with **0 months of inactivity** has the highest attrition rate

**1-3 months** being the highest comparing all those who have attrited

Thus, it is advised to target those who have been inactive for **less than 3 months**, contrary to the theoretical believe when longer inactivity leads to attrition.

# BLUE CARD HOLDERS

Across all metrics, it is consistent that **blue** card holders have the highest attrition rates

Despite customer's **customer background**, **months of inactivity** and **transaction amount**

Highlights the needs behind the **promotion** and **reward system** in place for the blue card

# TRANSACTION AMOUNT

Transaction amounts are a good way to track and predict attrition since the bank can easily access this data quickly

From the data, a significant amount of customers spending less than $3000 will attrite.

A look into the transaction benefits of cards needs to be looked at to promote transactions and thus prevent attritions.

# CONTACT CALLS

Attriting platinum card holders reduces their **credit limit**

Their **transaction amount** also significantly decreases

Additionally, we have established for **blue** card holders have the highest attrition rates.

Despite this, bank contact calls have **only** increased for platinum holders while blue card holders **remained the same** as other cards.

There is a need to revise how **effective** contact calls are and the priority in terms of tackling attritions
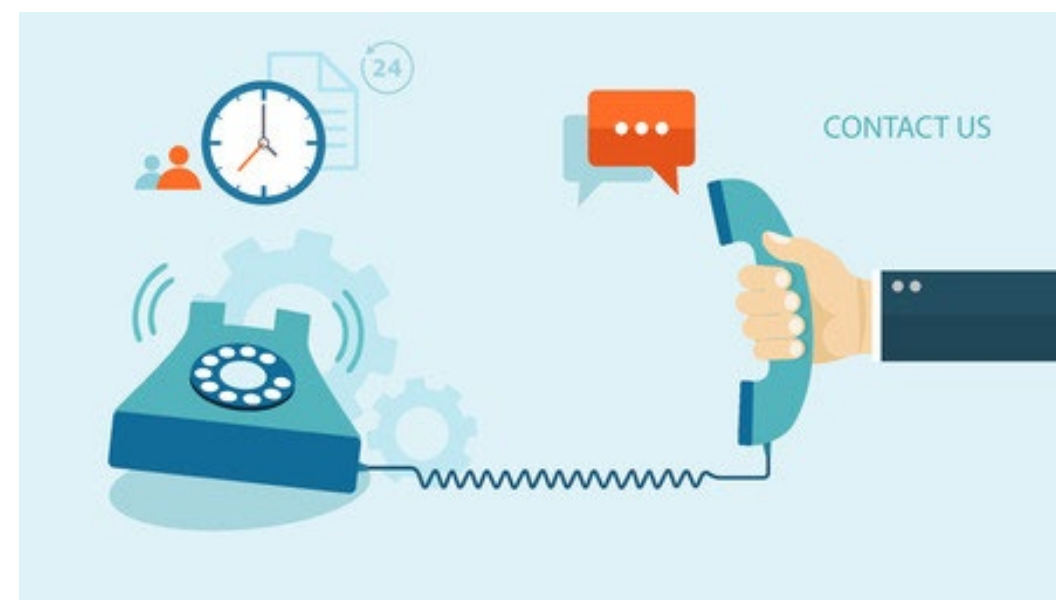
# THANK YOU

Park Sung Joon

park_s.j@hotmail.com

www.linkedin.com/in/parksj96

https://public.tableau.com/views/Capstone_1725171
2448920/Story1?:language=en-
US&publish=yes&:sid=&:redirect=auth&:display_cou
nt=n&:origin=viz_share_link