Customer Churn Analysis
Within the Banking Industry

What: Bi-State Colloquium
When: Tuesday, April 9, 4:00pm
Where: Loras College, Hennessy 250
Who: Mac Faldet

Customer relationship management is an important part of business, but necessary for survival in the banking industry. A bank is service dependent, thus relies solely on the relationship quality they maintain with their clients. A customer churn analysis is an attempt to understand the nature of a customer population, executed through a series of ad-lib statistical interpretations and transformations of data space. The rapid evolution of data collection systems demands algorithm complexity to keep pace, but the results can be frighteningly accurate. In this talk, we will explore a full data analysis procedure from a mathematician’s standpoint, from business applications, statistical considerations, geometric interpretations, dimensional reduction and more. This will include a step-by-step construction of a machine learning algorithm with the power to predict whether a customer will leave the bank.

Mac Faldet is a senior math and business analytics major at Loras. This presentation is in partial fulfillment of the Loras College mathematics major.