



Pig E Bank - case study

By Carlos Khalili Boukai – London 16/10/2023

5. Pig E. Bank

Context

Anti-money laundering projects at a global bank.



Key business questions:

Create a model that predicts why customers might leave the bank.



Procedures

Big data - Data ethics - Data mining - Predictive analysis - Time series analysis and Forecasting – Sharing code.



Tools used:

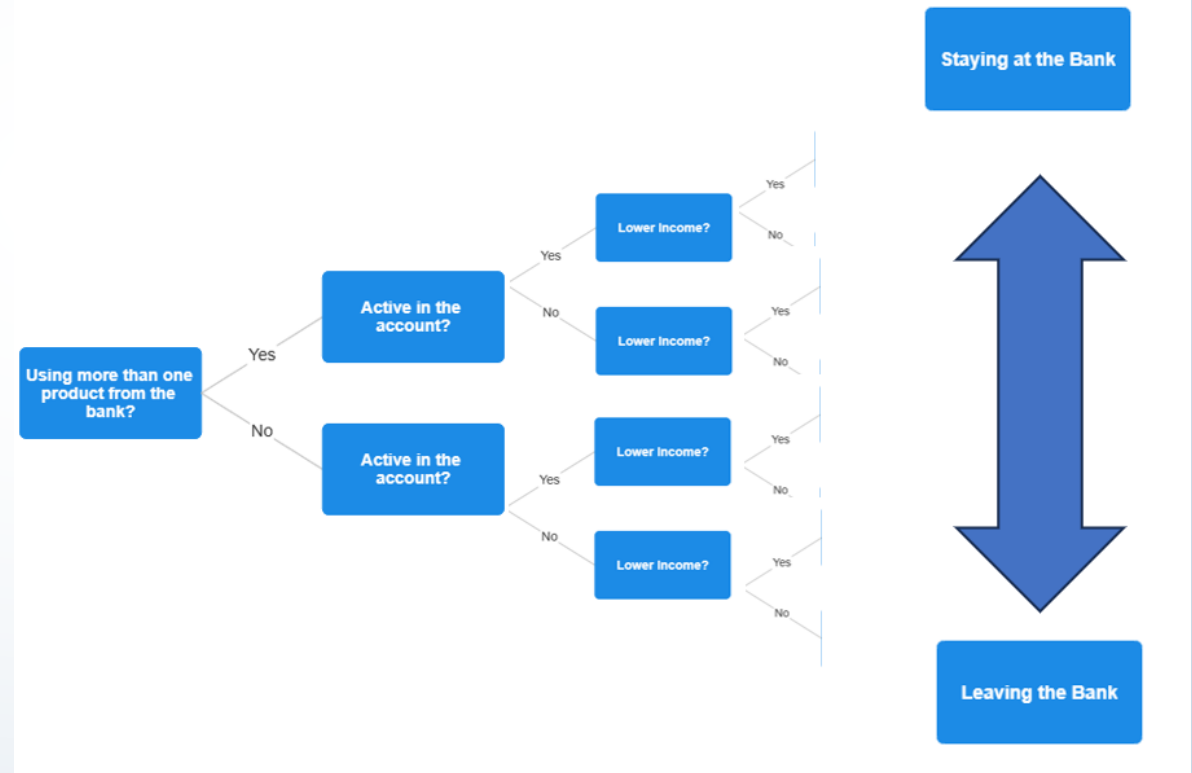
Microsoft Excel –GitHub.

Pig E. Bank

The main factors that lead people to leave the bank appear to be:

- 1) Not using the products offered by the bank.
- 2) Not being active in the account.
- 3) Lower income.

Decision tree – why customers leave?



Results and recommendations:

Findings

- ✓ 29.5% (60 out of 204) of those who left the bank did not have a credit card.
- ✓ 27.5% (56 out of 204) had '\$0.00' balance.
- ✓ 70% of (142 out of 204) those who left had only one product with the bank, which means they are not using the services available.
- ✓ 70% (143 out of 204) were not active in their account. They might have chosen to close it down not to pay account fees.
- ✓ In Germany there is a difference of – at least – 13% in the average salaries between those who left and stayed, which may explain why there was an increase of 14% for those who decided to leave the bank.

Suggestions

- ✓ Consider launching a free introductory period to try other bank products to encourage their use.
- ✓ Consider offering interest-free credit for a set amount for customers with good credit score, but lower income.
- ✓ Consider waving off bank account fees (for a period) if customer's behaviour indicates he/she may stay at the bank.
- ✓ Please click in the link below, where I explain some statistical concepts used in this analysis.

YouTube presentation: <https://youtu.be/fZmt7HSt07k>



Carlos N. Khalili Boukai

Tel: +44-7432614940

Email: ckboukai@gmail.com

Thank you!