

Suggested Banking Customer Churn Modeling Variables

Here is a list of suggested variables to consider using when building a model for predicting banking customer churn.

Useful Predictors for Customer Churn

- Gender
- Age
- Customer Tenure
- Deposit/withdraw transaction ratio
- # of transactions (previous month, previous 60 days, previous year)
- Credit Card Flag
- Has Loan With Bank Flag
- Loan Type
- Interest Rate on Loans
- Level of Membership
- Online Banking Flag
- Income or Estimated Income
- Job Type
- Marital Status
- Family Size
- Geographical Data
 - Zip Code
 - City
 - State/Province
- Distance from nearest bank location
- # of branches/atms within x miles/kms
- Credit Score
- Balance
- Overdrawn Flag
- Number of Products
- Is Active Customer Flag
- Type of Account
- Churn Flag