

# Churn Modelling Report

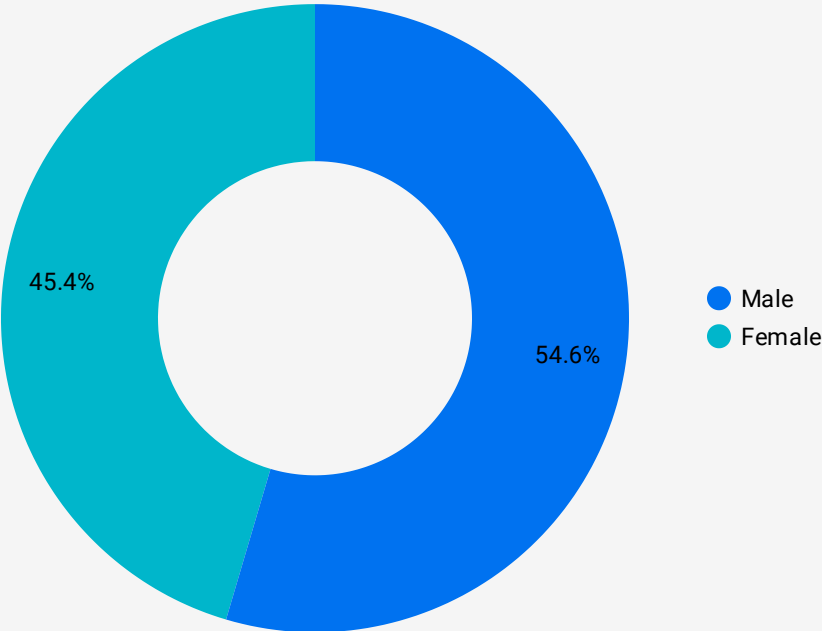
Record Count  
10,000

Exited  
2,037

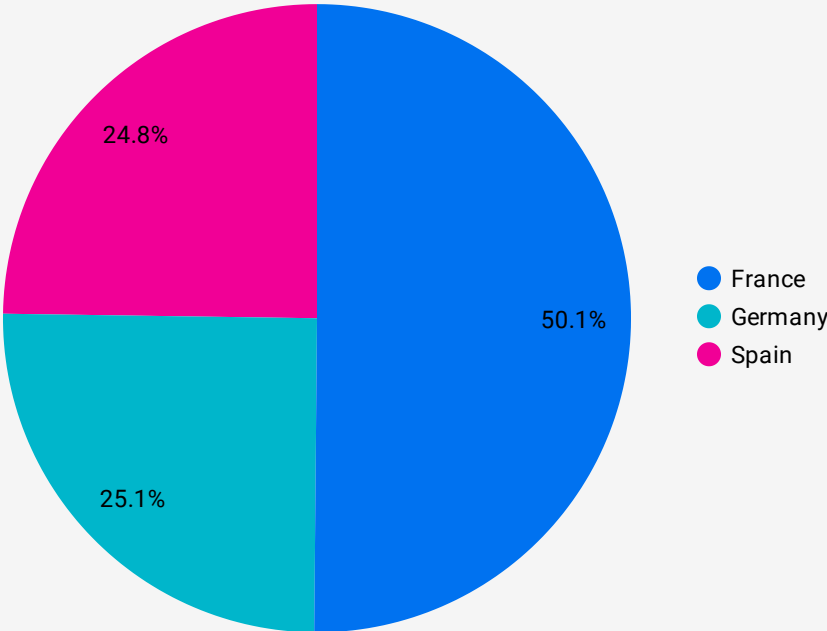
IsActiveMember  
5,151

HasCrCard  
7,055

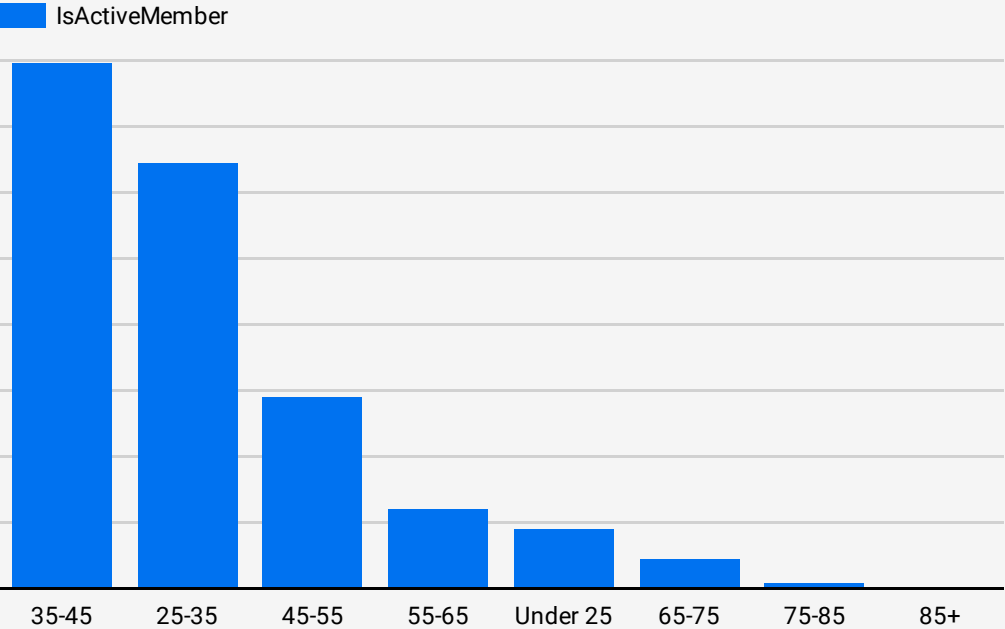
Gender Count



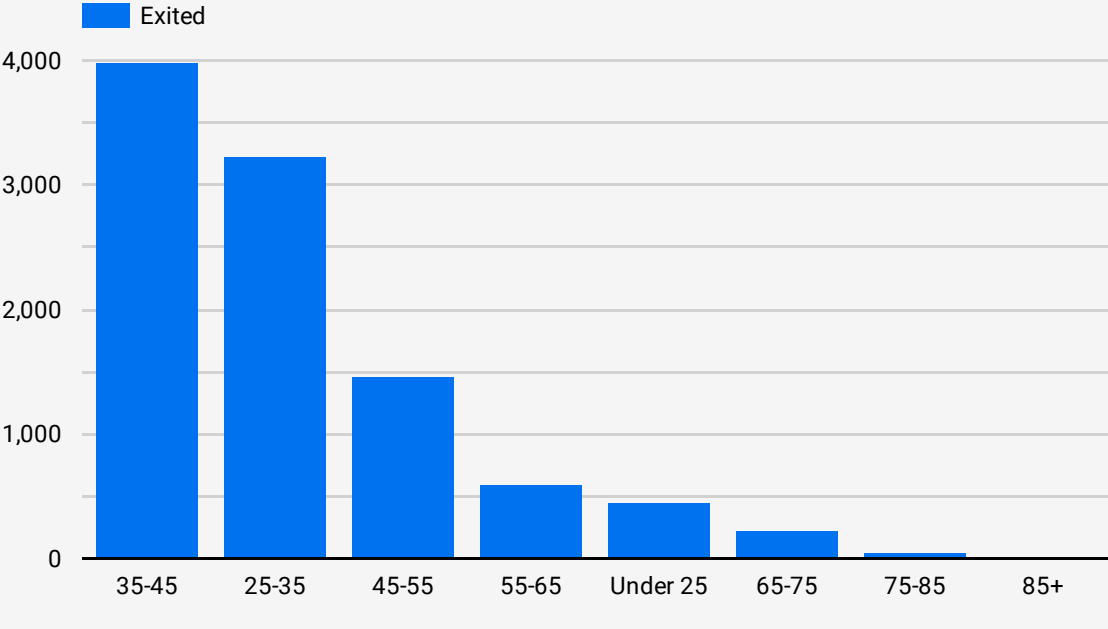
Geography Count



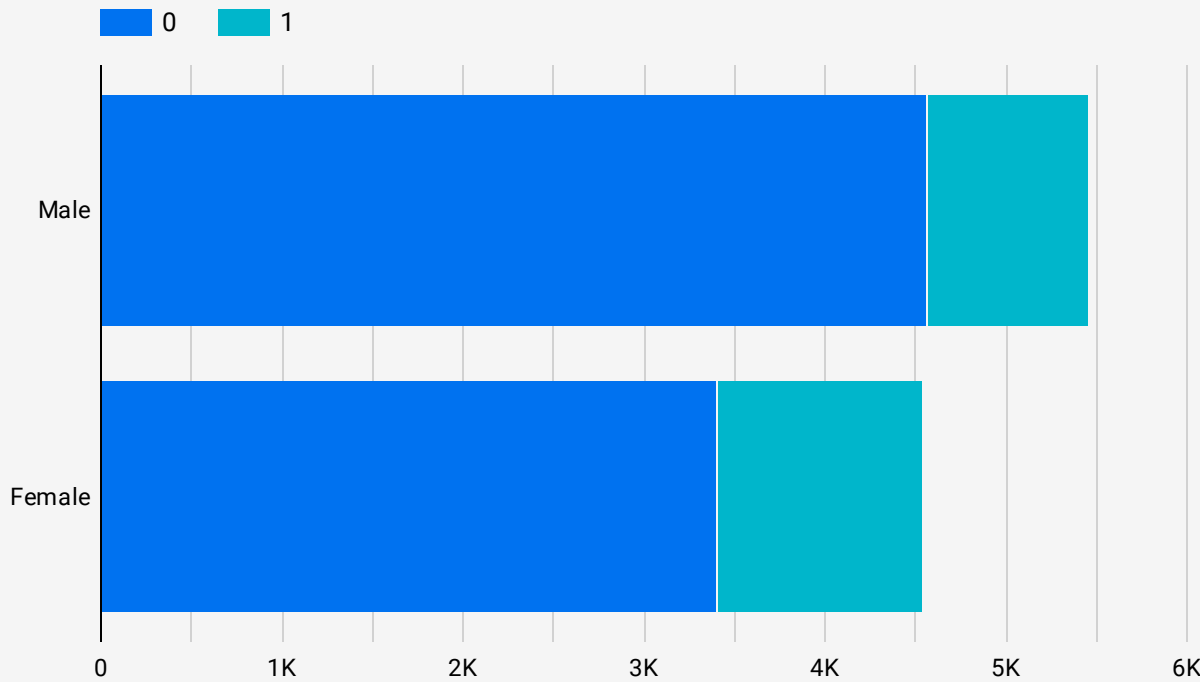
Age Group Vs Is Active Member



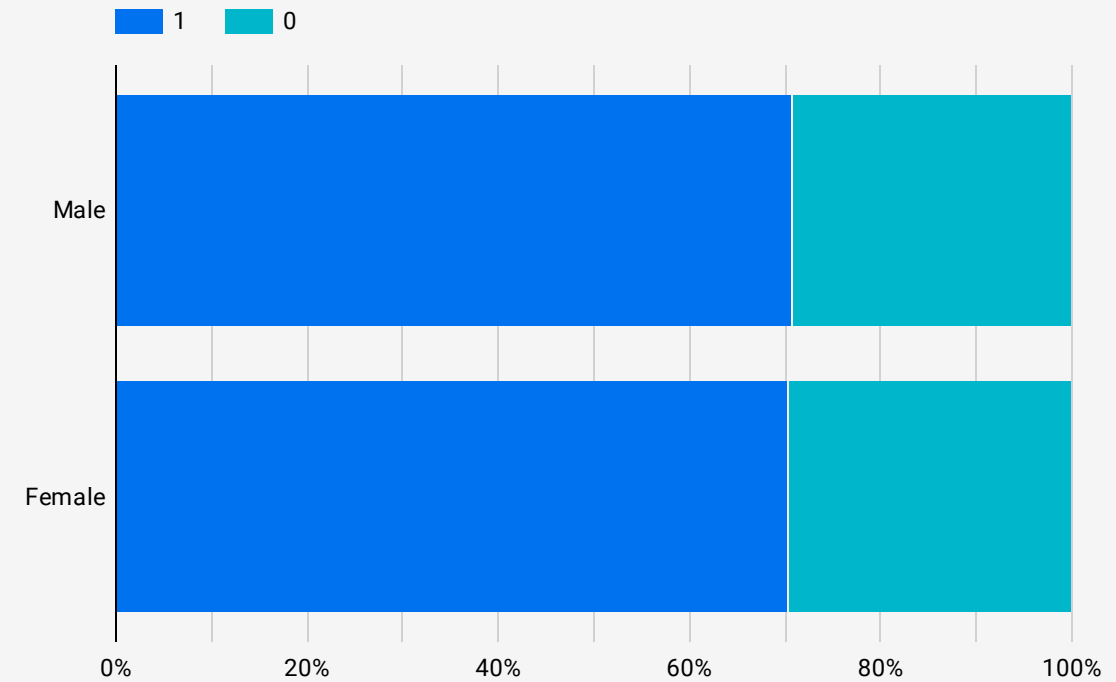
Age Group Vs Exited



### Gender Vs Exited



### Gender Vs Has Credit-Card



### Summary of the Data

**Total Customers:** The total number of customers is 10,000, with a majority being males (5,457) compared to females(4,543).

**Exited Customers:** Out of the total, 2,037 customers have exited the service. Of these, 898 are males, and 1,139 are females.

**Age Group Most Exiting:** The age group between 35-45 is where most of the exited customers are found.

**Gender Difference in Exiting:** Although males form the majority among the total customers, females are more likely to deactivate or exit the services, as evidenced by the larger number of females (1,139) compared to males (898) among the exited customers.

**To reduce the rate of female customers exiting the services,** it's prudent to consider offering tailored discounts and special promotions specifically designed to meet their needs. This strategic approach aims to enhance female customer retention by providing them with added value and incentives to continue using our services.