



BANK CUSTOMER CHURN ANALYSIS PROJECT

10K
Total Customers

20,37%
Churn Rate

2037
Lost Customers

7963
Remaining Customers

5151
Active Customers

4849
Inactive Customers

Country

All

Gender

All

Credit Category

All

Card Ownership

All

Customer Activity Sta...

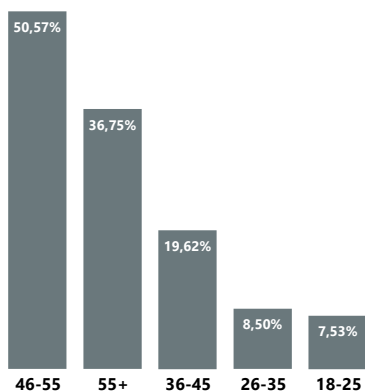
All

Products

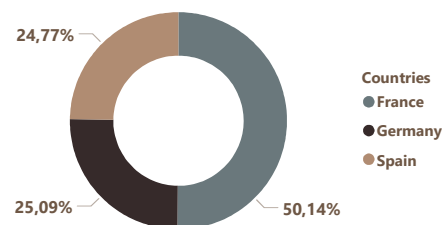
All

Clear All Slicers

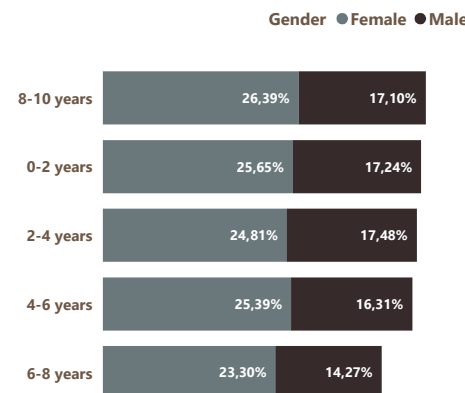
Churn Rate by Age bins



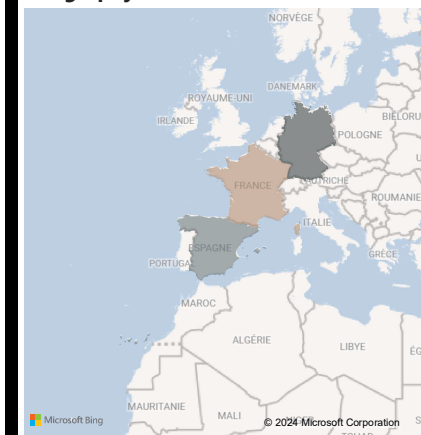
Churn Rate by Country



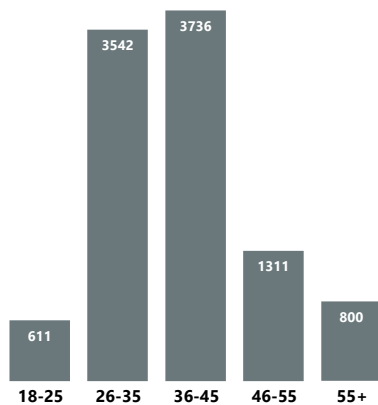
Churn Rate by Tenure Segments and Gender



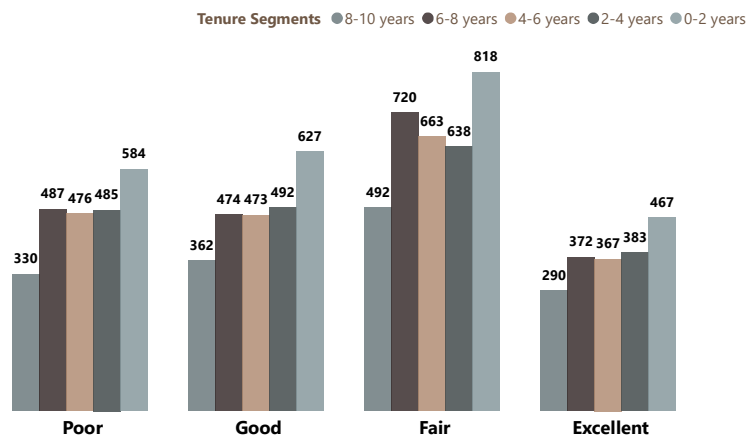
Geography



Customers by Age bins



Customers vs Credit Category by Tenure (bins)



Customers vs Country by Gender

