A screenshot of a graph

Description automatically generated

**Recommendations after gaining insights from the data.**

1. As we can see the customer lost rate or customer churn rate is very much high between the age group of 51-60 which is indicating that more and more customers are leaving the bank so bank has to introduce some kind of schemes, or we can say some plans especially for this age group which attracts them to stay with the bank.
2. As we can also see the high churn rate of those customers whose credit score is too low. So, bank has to explain importance of maintain a good credit score as It helps customers to get the best offers on loans and credit cards.
3. As we can see that customers whose account balance lies between 1k to 10k were the customers who leaves bank. Bank has to contact these customers and offer them some good investment plans and try to convince them to invest in those plans with the remaining money in the bank and Bank also tries to convince them to stay with the bank by giving various offers.