

# Credit Card Customer Analysis using Power BI

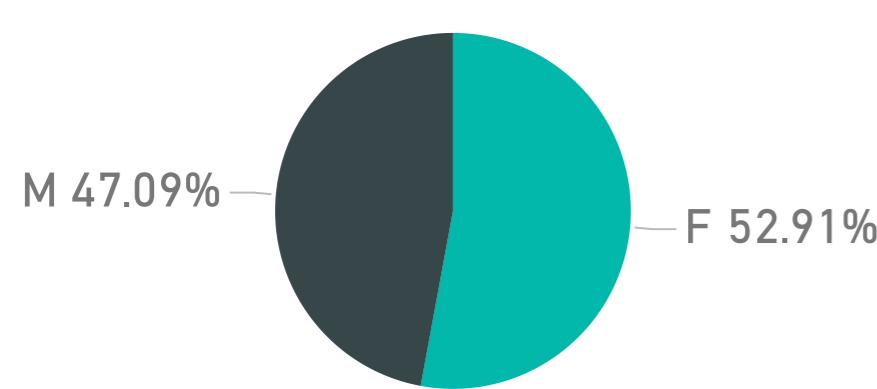
Project By - Abhishek Gulati



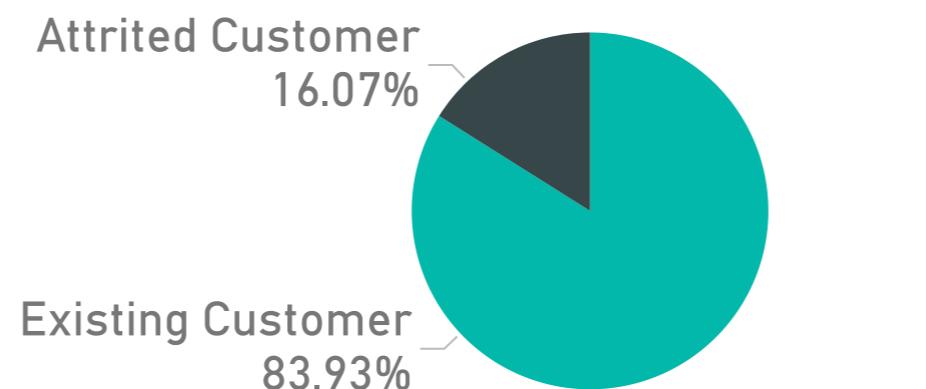
# Credit Card Customer Analysis



**Gender**



**Attrited vs Existing**



**1.16K**

Avg Revolving Credit

**46.33**

Avg Customer Age

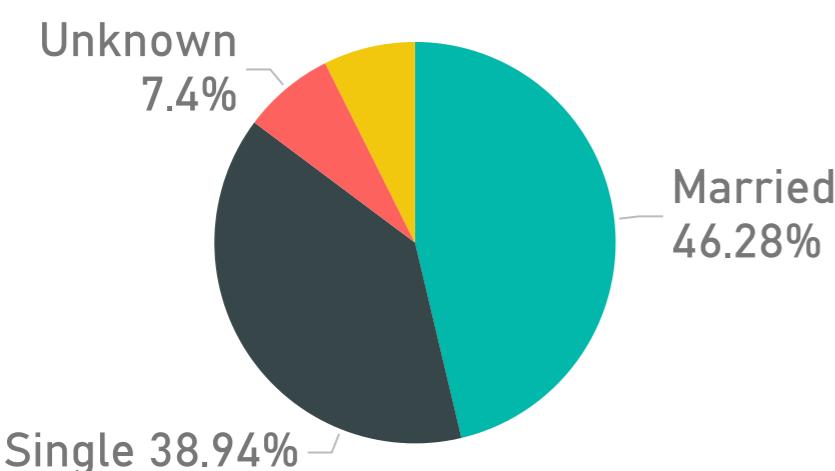
**0.27**

Avg Credit Card Utilization

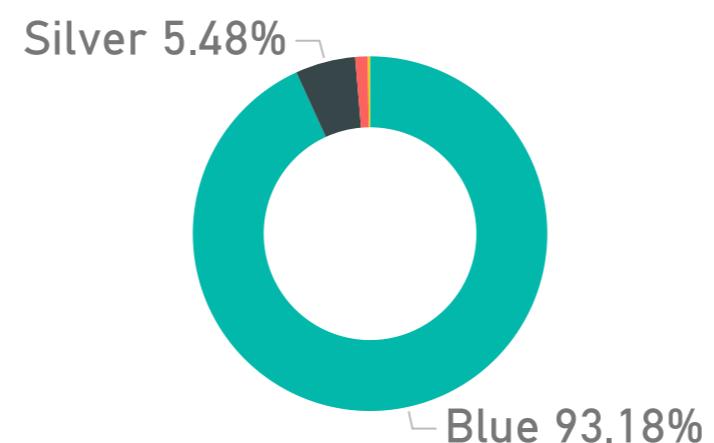
**35.93**

Avg Months on book

**Marital\_Status**



**Card\_Category**



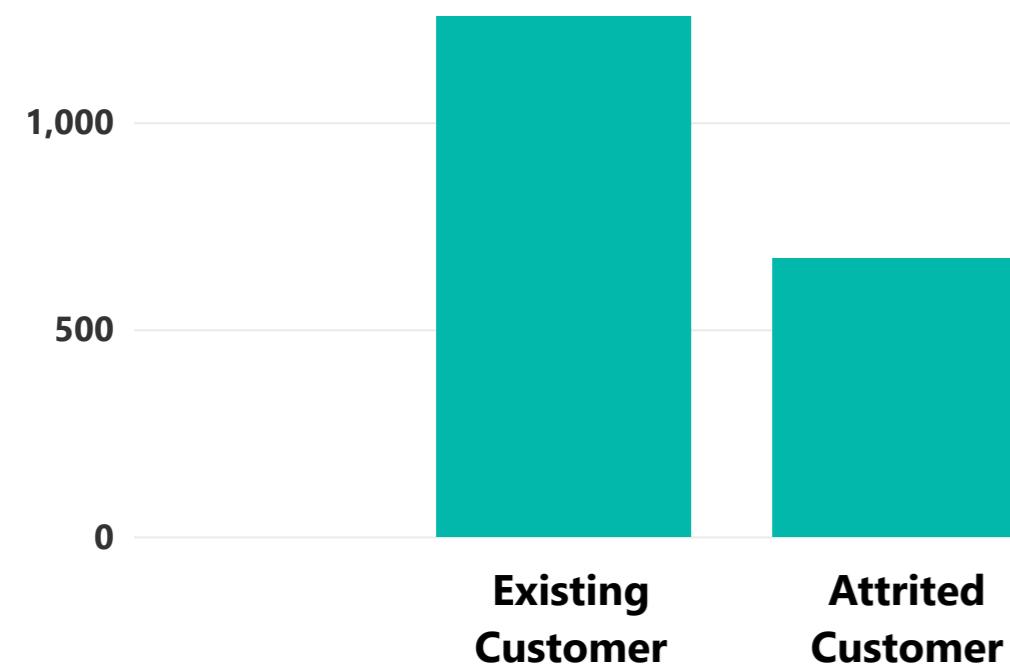
**Income\_Category**

All

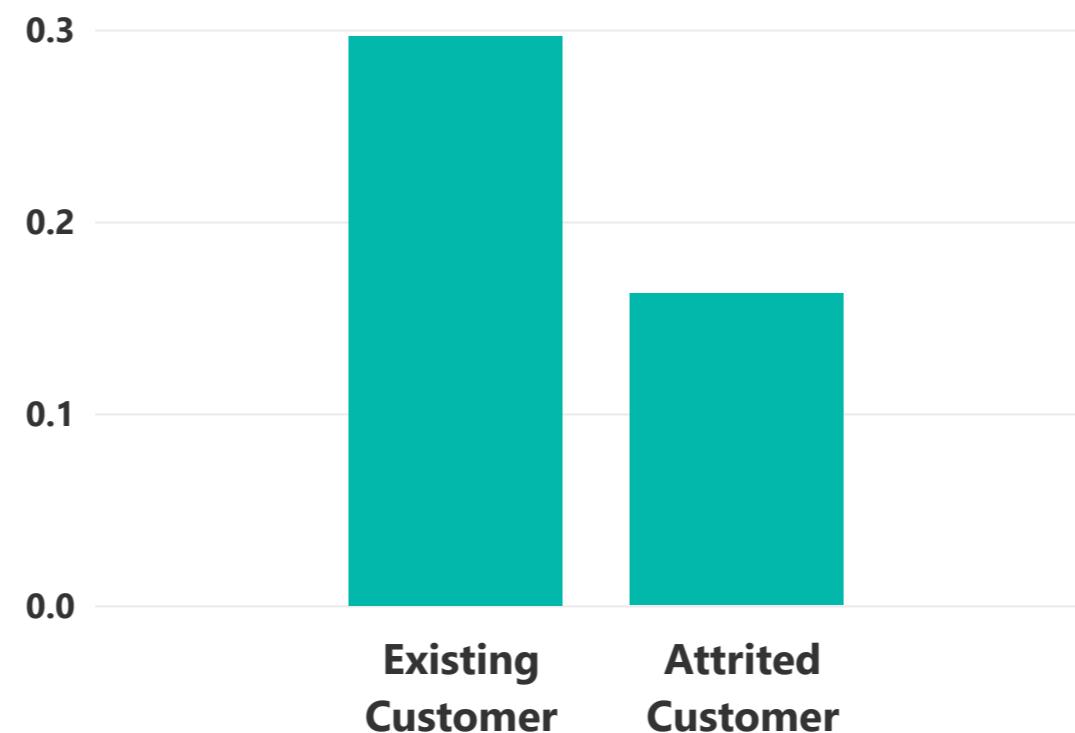
**Education\_Level**

All

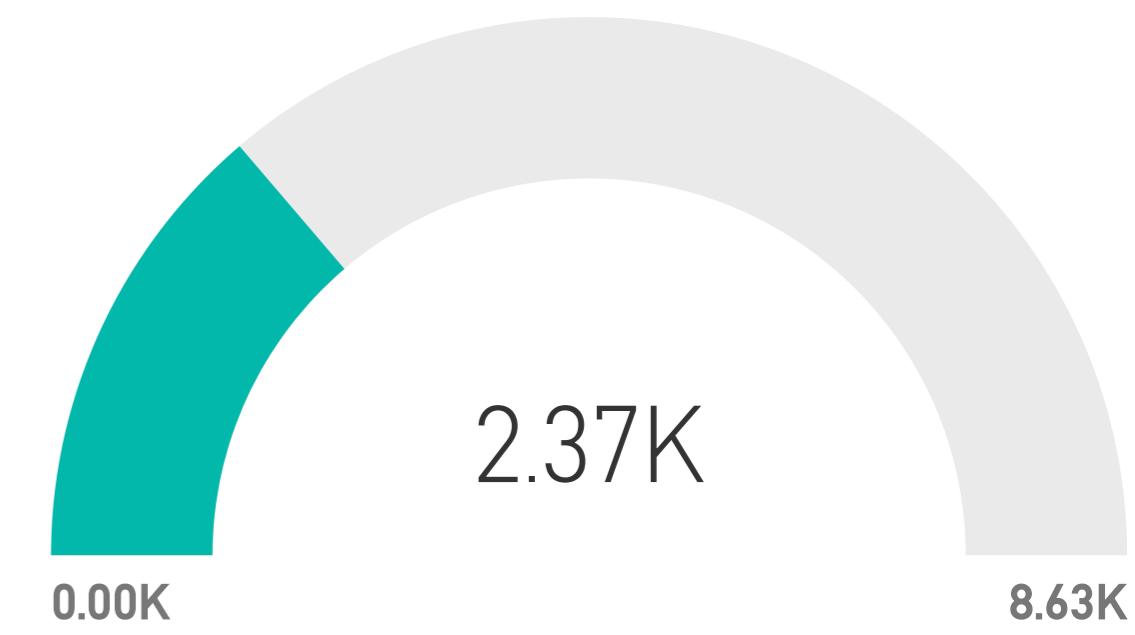
**Avg Revolving Credit || Customer**



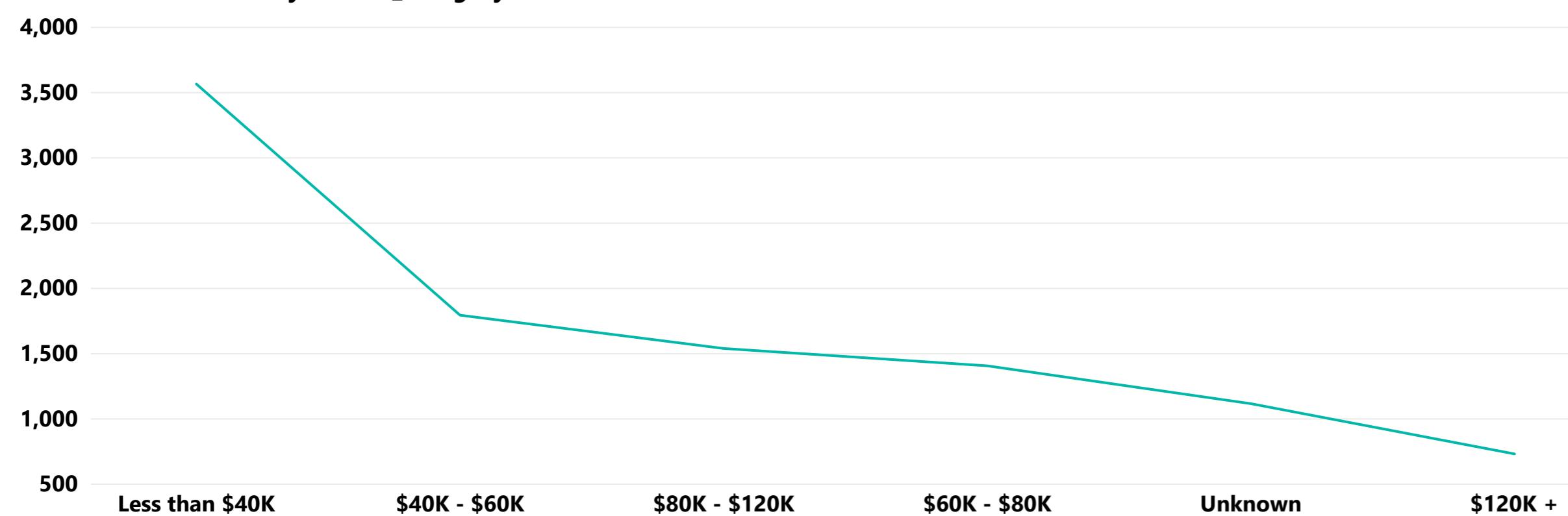
**Avg Credit Card Utilization || Customer**



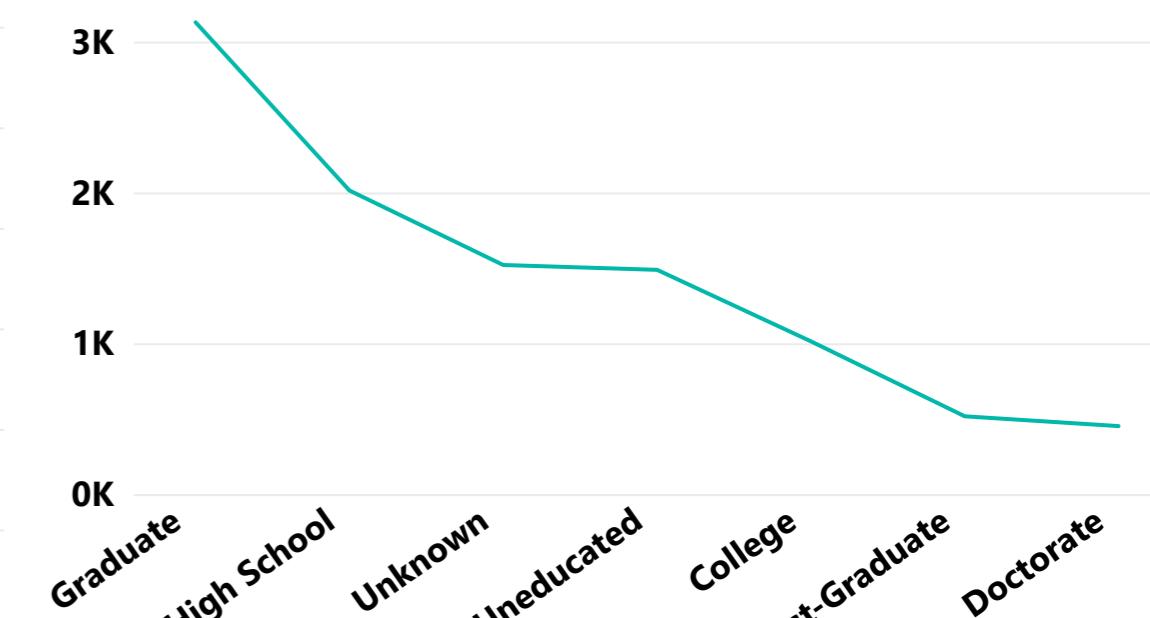
**Limit Vs Spending**



**Count of CLIENTNUM by Income\_Category**



**Count of CLIENTNUM by Education\_Level**



# Client City



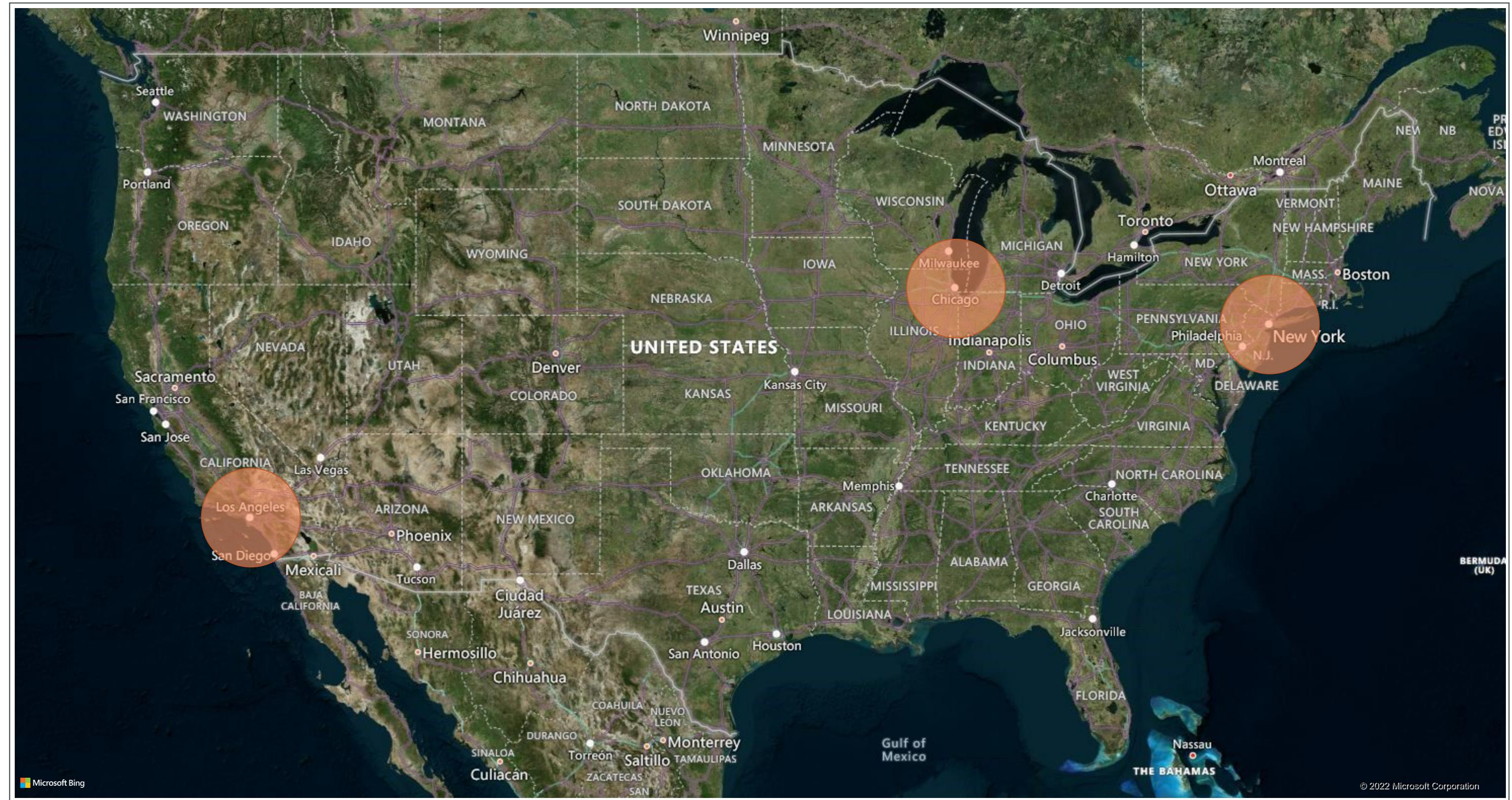
City

Select all

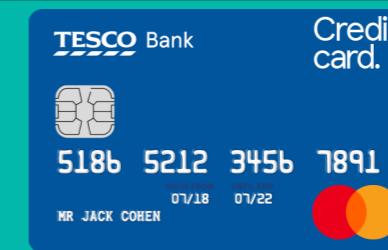
Chicago

Los Angeles

New York



# Key Influencer



Key influencers Top segments



What influences Attrition\_Flag to be  ?

When...

Credit\_Limit is 1900 or less

Avg Revolving Credit goes down 813.91

Customer\_Age is more than 39

Gender is F

Marital\_Status is Single

Avg Credit Card Utilization goes down 0.28

...the likelihood of Attrition\_Flag being Attrited Customer increases by

1.84x

2.04x

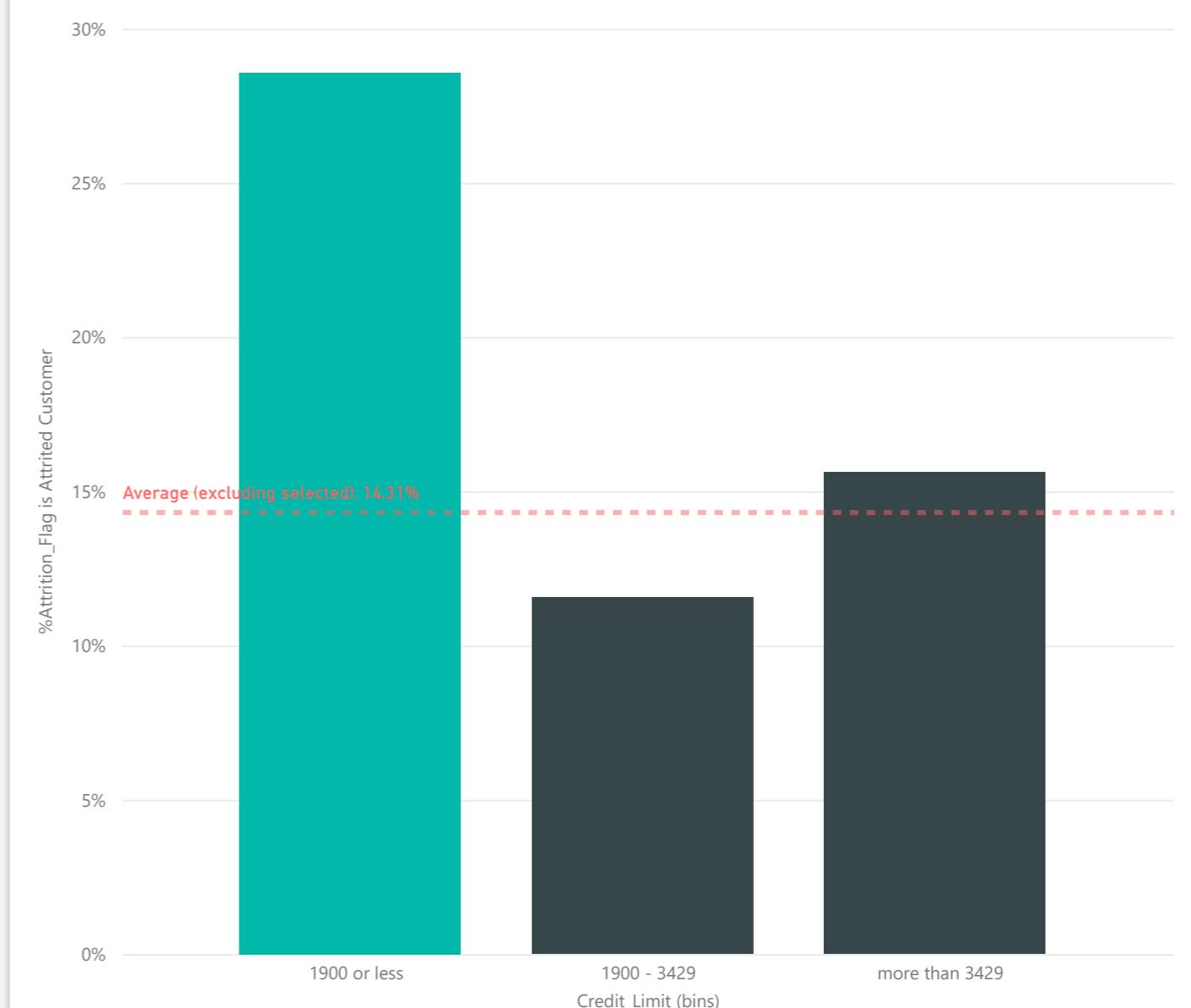
1.23x

1.18x

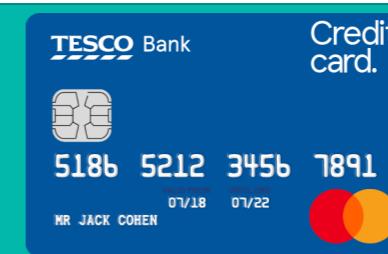
1.10x

1.09x

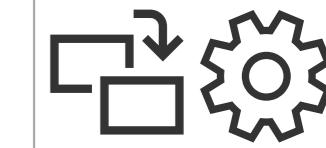
← Attrition\_Flag is more likely to be Attrited Customer when Credit\_Limit is 1900 or less than otherwise (on average).



## Question and Answer



avg customer age



①

**46.33**

Avg Customer Age

# Decomposition Tree

