




Relevant Variables

<input checked="" type="checkbox"/> Added?	Aa Name	≡ x	≡ y	≡ Graph Type & Description
<input type="checkbox"/>	 Tableau Main Dashboard 1			- Link to Dataset on Github? ✓ - Title & Logo ? ✓ - Picture of Relevant Variables Graph? ✓ Graphs Added: 2. Income Breakdown ✓ 3. Gender & Attrition ✓ 4. Card Type & Attrition ✓ 7. Usage & Attrition 9. Family Attrition ✓
<input type="checkbox"/>	Transactions Dashboard 2			Graphs Added: 10. Total Transactions ✓ 11. Total Transactions over Year ✓ 12. Transaction Change over Year ✓
<input type="checkbox"/>	More Visualizations Dashboard 3			Graphs Added: 1. Education & Churn ✓ 5. Customer Age & Churn ✓ 6. Income/Education & Credit Limit ✓ 8. Marital Status, Dependents & Attrition ✓
<input checked="" type="checkbox"/>	1. Education & Churn	Education - Attrited Customers	Education - Existing Customers	(Packed Bubbles) 2x # of Customers in each Education Level for both Attrited Customers & Existing Customers
<input checked="" type="checkbox"/>	2. Income Breakdown			(Treemaps) Breakdown of Income Categories
<input checked="" type="checkbox"/>	3. Gender & Attrition	Attrited Customers	Existing Customers	(Pie Chart) 2x Percentage of total for attrited customers vs existing customers 2 Pie charts, 1 for each gender
<input checked="" type="checkbox"/>	4. Card Type & Attrition	Card Type	Attrition	(Bar Graph) # of customers in each card type and how many customers were churned

<input checked="" type="checkbox"/> Added?	<u>Aa</u> Name	x	y	Graph Type & Description
<input checked="" type="checkbox"/>	<u>5. Customer Age & Churn</u>	Customer Age	Count of Customers	(Bar Graph w/ Parts) # of Customers in each Age group and how many of these are attrition
<input checked="" type="checkbox"/>	<u>6. Income/Education & Credit Limit</u>	Income/Education	Credit Limit	(Bar Graph Circles) Average Credit limit for each Income/Education group
<input checked="" type="checkbox"/>	<u>7. Usage & Attrition</u>	months on book	Attrition	(Line Graph) 4x How many customers leave/stayed based on usage/months on book How many customers leave/stayed based on inactive months
<input checked="" type="checkbox"/>	<u>8. Marital Status, Dependents & Attrition</u>	Attrition (# of customers) Dependents	Marital Status, Gender	(Box Plot) Marital Status of Customers and how many of female/male are existing or churned customers
<input checked="" type="checkbox"/>	<u>9. Family Attrition</u>	Marital Status, Gender, Dependents	dependents	(Bar Graph) 2x Marital Status of Customers and how many of female/male are existing or churned customers
<input checked="" type="checkbox"/>	<u>10. Total Transactions</u>	Total Transaction Amount	Total Transaction Count	(Line) Total Transaction Amount vs Total Transaction Count split by existing and churned customers
<input checked="" type="checkbox"/>	<u>11. Total Transactions over Year</u>	Months on book	Total Transaction Count	(Line) Months on book vs Total Transaction Count split by existing and churned customers
<input checked="" type="checkbox"/>	<u>12. Transaction Change over Year</u>	Months on book	Total Amount Change (Q4 over Q1) Total Count Change (Q4 over Q1)	(Line) 2x Months on book vs Total Amount Change (Q4 over Q1) split by existing and churned customers Months on book vs Total Change Change (Q4 over Q1) split by existing and churned customers

<input checked="" type="checkbox"/> Added?	<u>Aa</u> Name	 x	 y	 Graph Type & Description
<input type="checkbox"/>	<u>Category</u> <u>Correlation</u> <u>Coefficients</u>			(Correlation Matrix) Correlation Matrix of all relevant cateogries