



Bank Churn Analysis Using Excel

Welcome! I am excited to share my Data
Analysis Project for Bank Churn Analysis.

Objective

- What is the overall churn rate ?
- Find some Kpi's like total customers, total exited, credit card holders, active and inactive members?
- How does the churn rate vary by geography?
- How does churn vary by gender ?
- What is the average credit score of customers who churn vs. those who stay?
- Do customers with higher or lower balances churn more frequently?
- Does the number of products a customer uses affect their likelihood of churning?
- Are customers with fewer products (e.g., just a credit card) more likely to churn compared to those with multiple products?

- Is there a relationship between tenure and churn? Do customers who have been with the bank for a longer period churn less?
- How does credit card ownership affect churn? Do customers without a credit card churn more often?
- How does being an active member affect churn? Do inactive members leave more frequently?

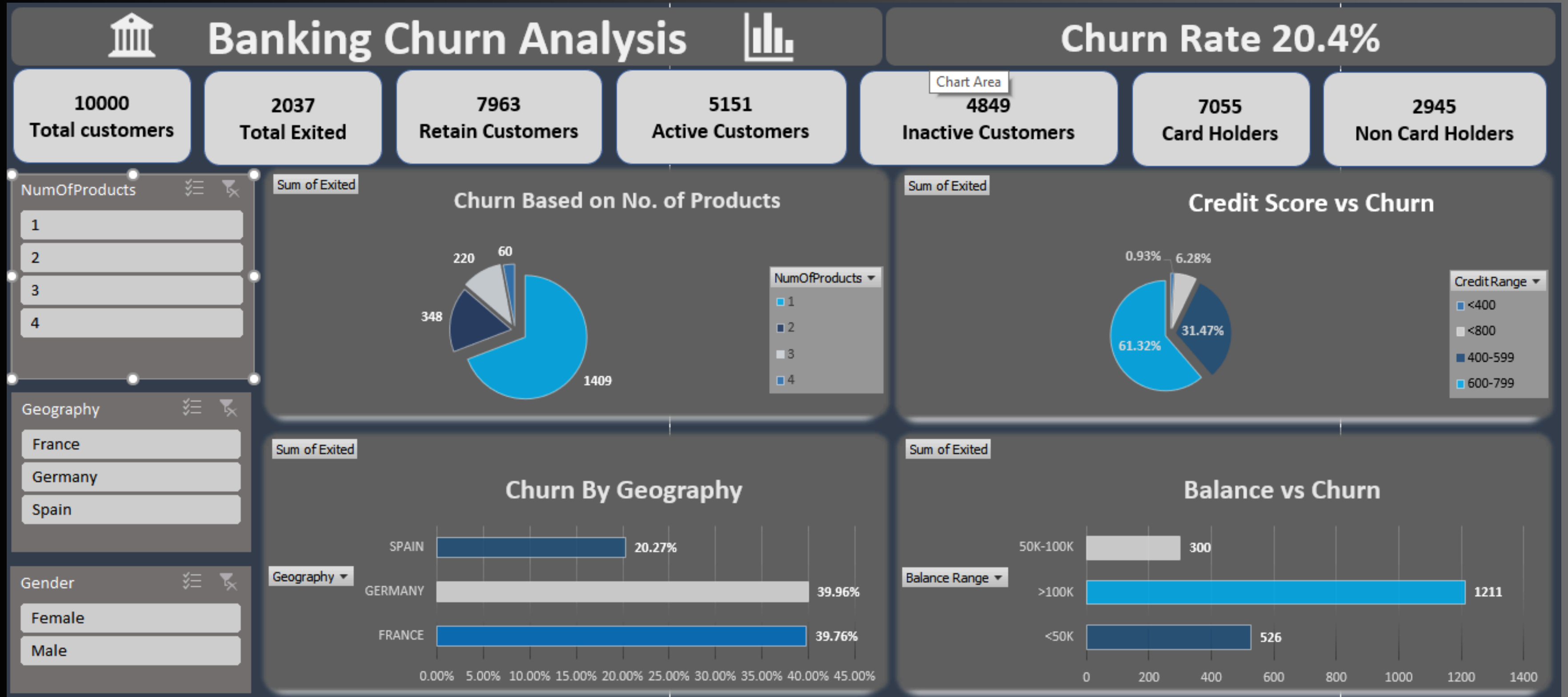
Tools Used

- DAX(Data Analysis Expressions): Used for creating measures which helped to find the key performance indicators.
- Power Query: Used for basic data cleaning and adding some new columns like balance range and credit score range for more accuracy.
- Pivot Tables: Used for data summarization and analysis and grouping of data.
- Pivot Charts: for visualizing the data dynamically and analysing large datasets with the help of visuals like bar chart, line chart, pie chart and histogram.
- Slicers: for filtering the data by categories like Gender, Geography and No. of Products.

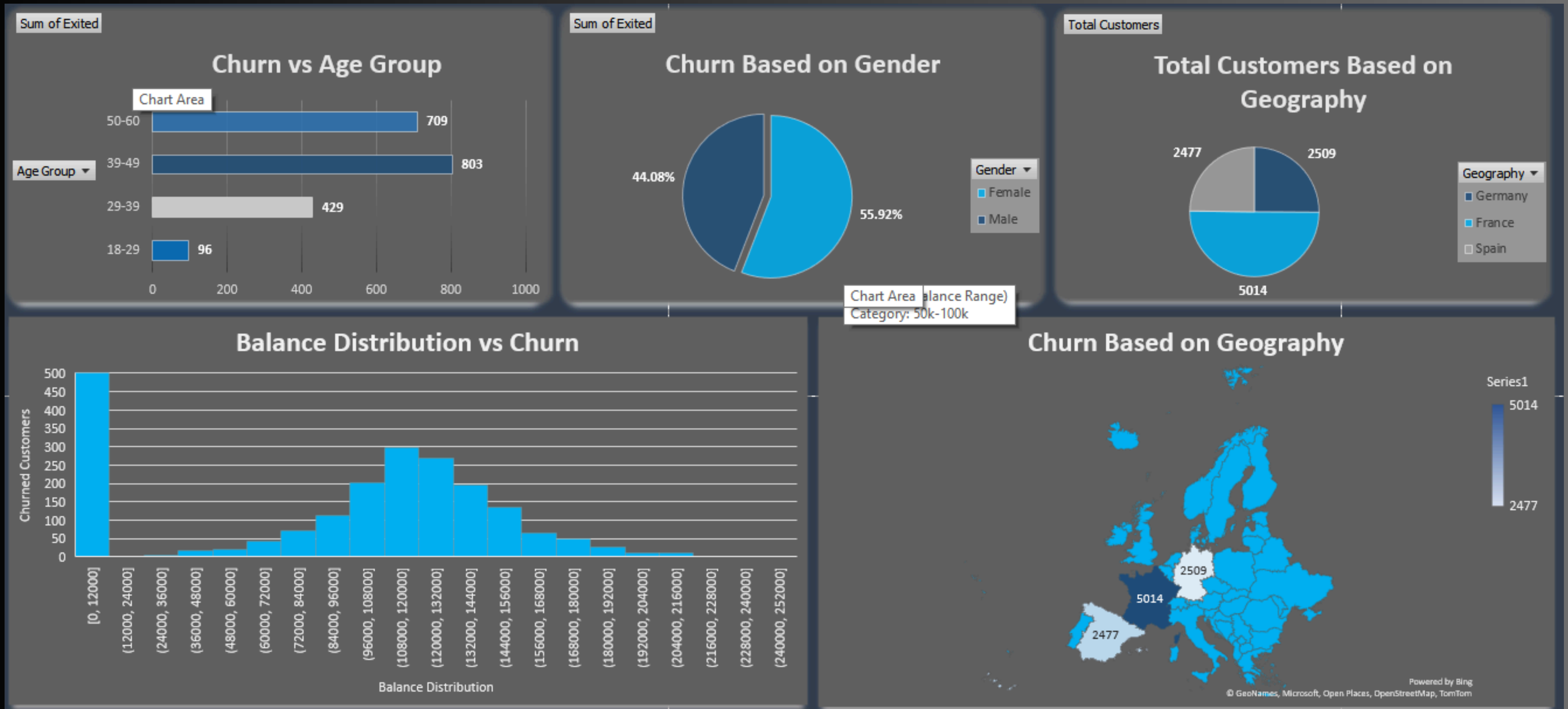
Key Insights

- Churn Rate is 20.4% that indicates a significant Business Loss
- .Germany has the highest churn rate followed by France
- Credit Card Holders are more likely to churn instead of non Credit Card Holders.
- Female customers have churned more than Male Customers
- Average Credit Score of Churned Customers is 645 whereas for Customers who stayed is 651.
- Customers with fewer products are more likely to churn.
- Customers with lower credit scores are more likely to churn

Dashboard



Dashboard



Thankyou