

# CHURN ANALYSIS

BANK CUSTOMER DATA

10K

Customers

Churn Rate

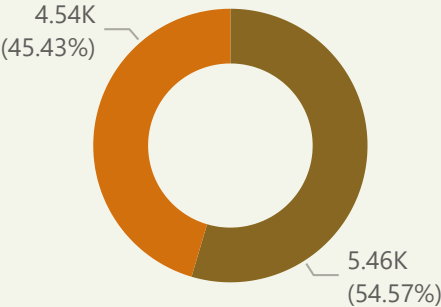
15.0%  
0.0% 20.4% 100.0%

Churn Status

All

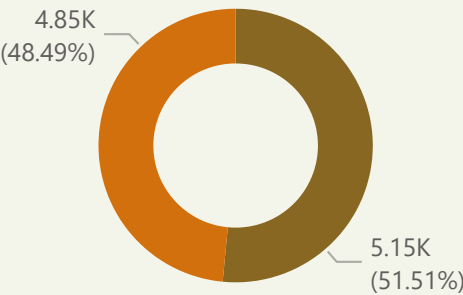
Customers by Gender

Male Female



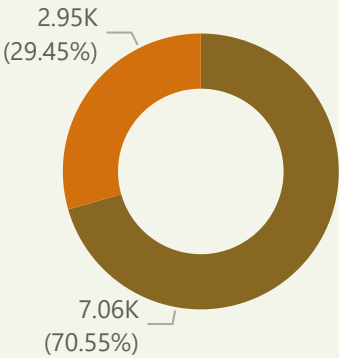
Customers by Activity Status

Active Inactive



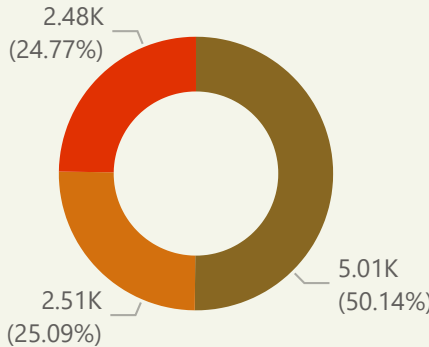
Customers by Credit Card Status

Owned Not Owned



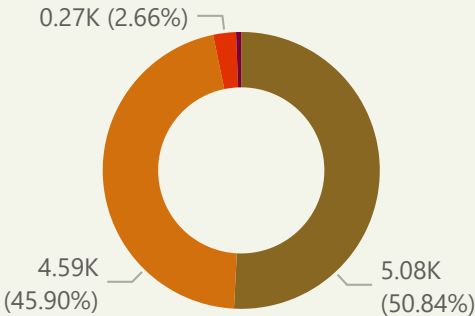
Customers by Country

France Germany Spain



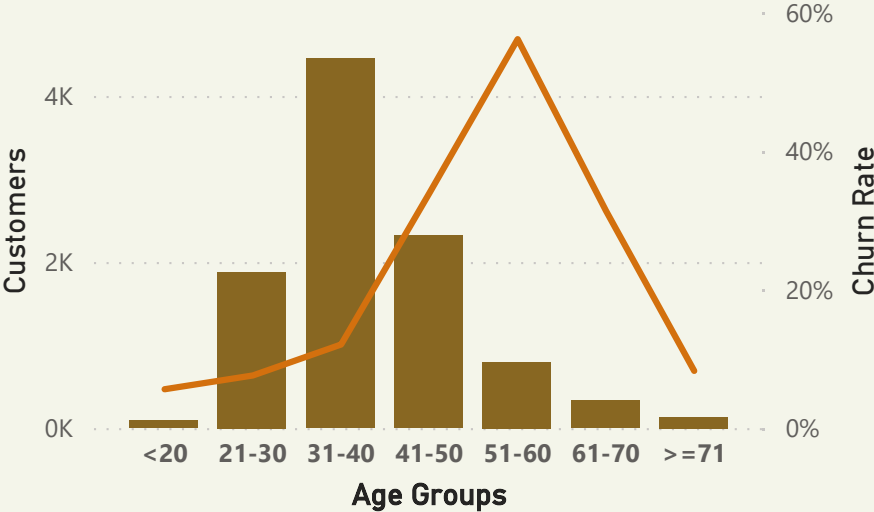
Customers by Products

Products prod 1 prod 2 prod 3



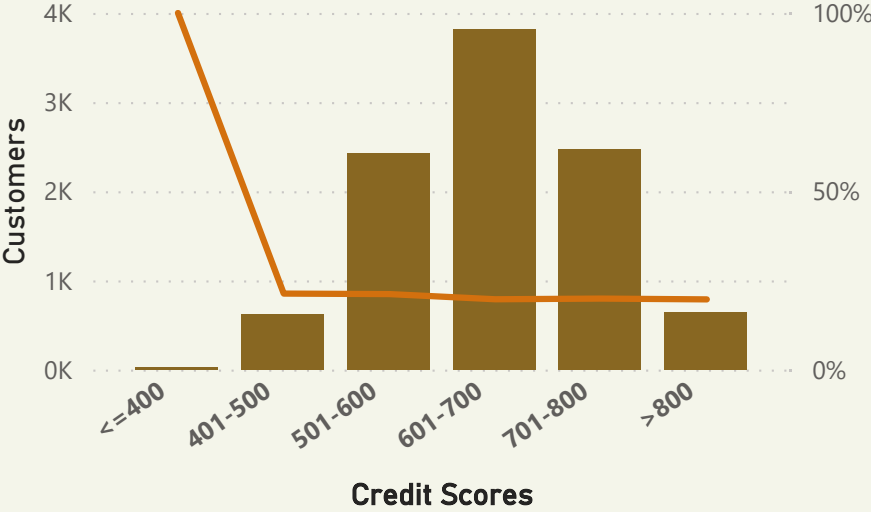
Customers and Churn Rate by Age Groups

Customers Churn Rate



Customers and Churn Rate by Credit Scores

Customers Churn Rate



Customers and Churn Rate by Acct Balance

Customers Churn Rate

