

CHURN ANALYSIS

Bank Customer Data

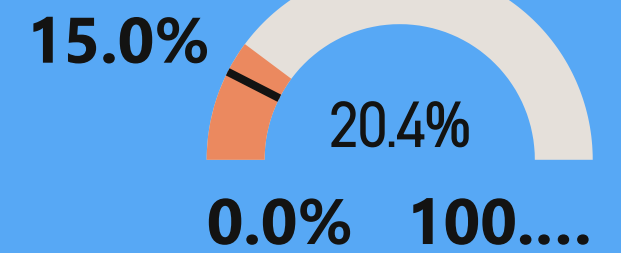
Total Customers

2037

Churn Status

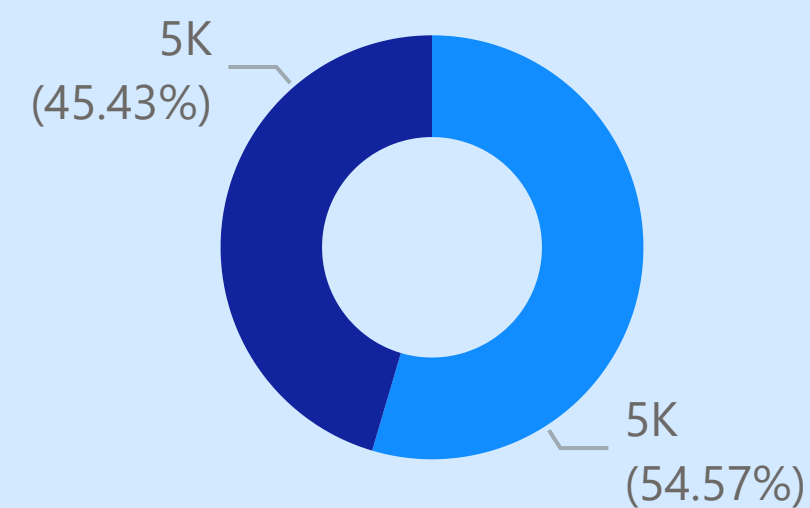
Churned
Not Churned

Target Churn rate



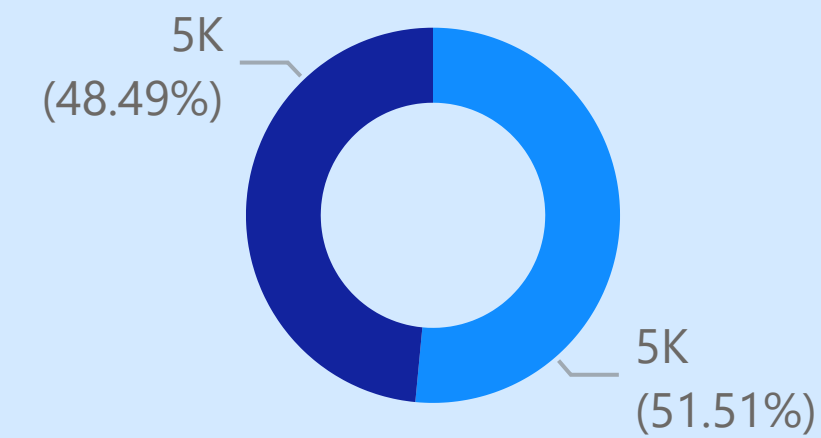
Customers by Gender

gen... Male Female



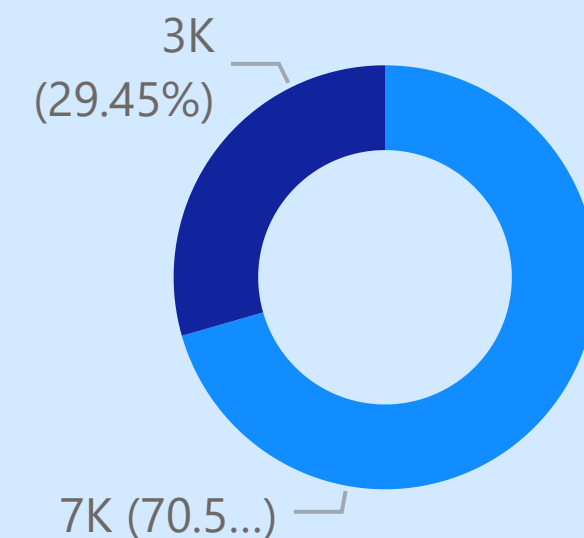
Customers by active_member

activ... Active Inactive



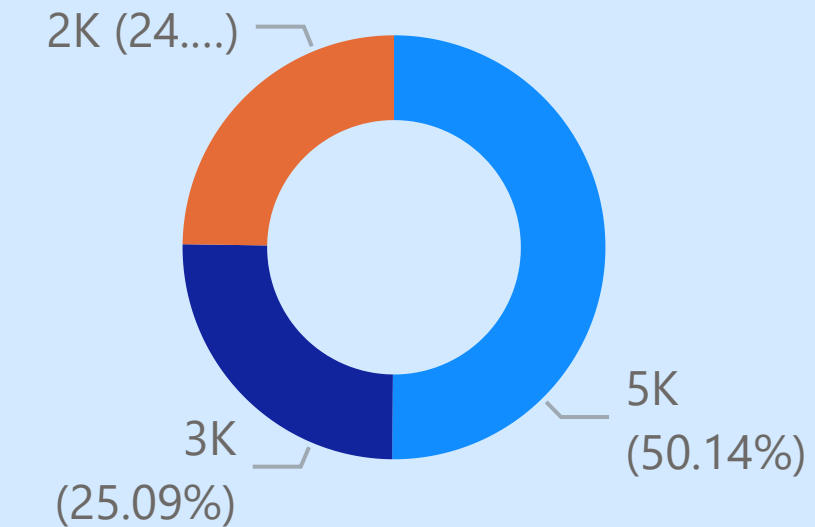
Customers by credit_card

cred... Owns Not owns



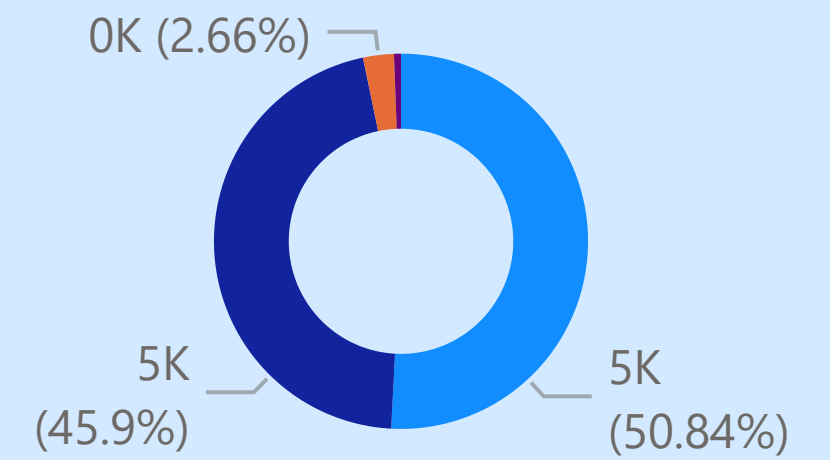
Customers by country

cou... France Germany Spain



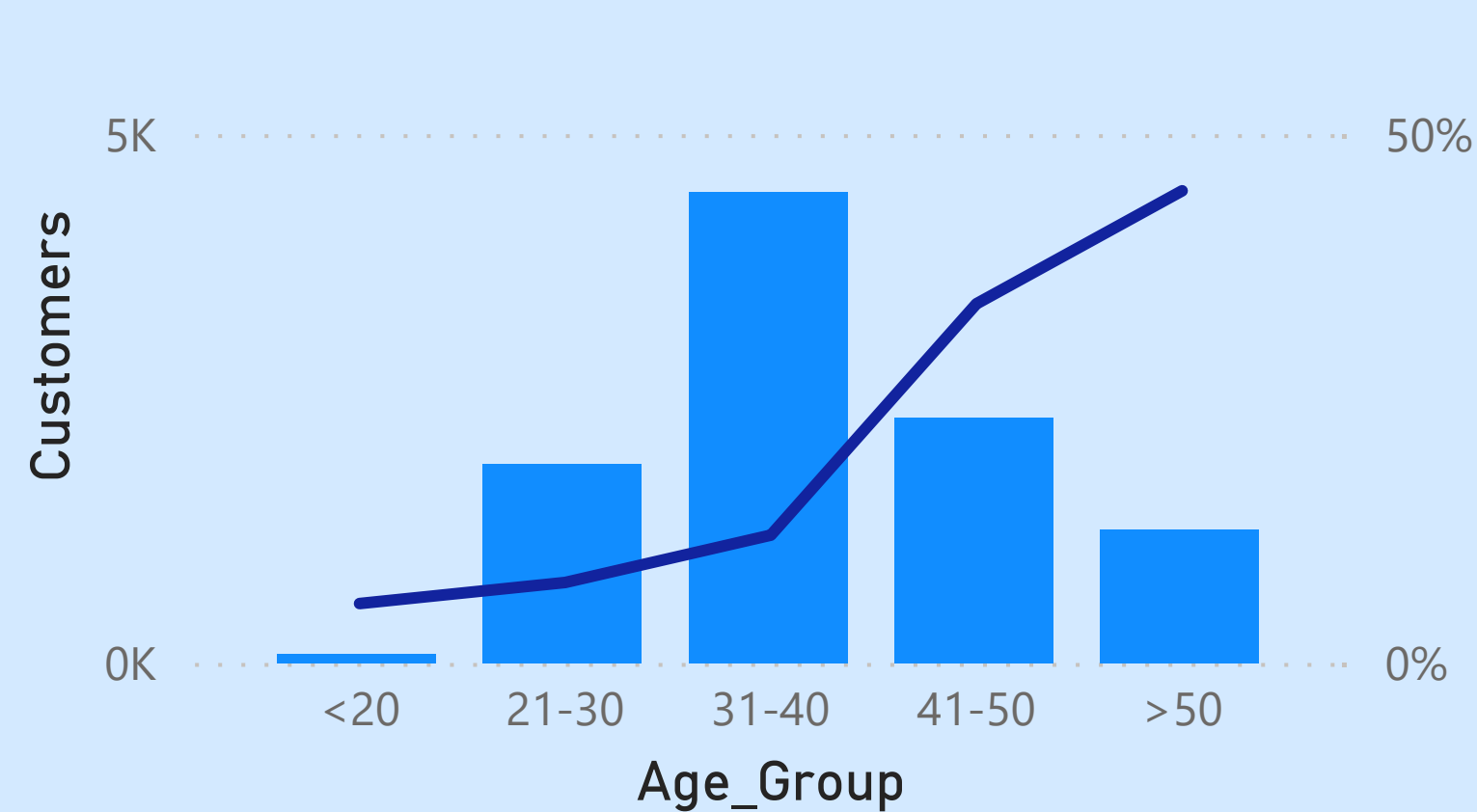
Customers by Product number

Prod... Prod 1 Prod 2



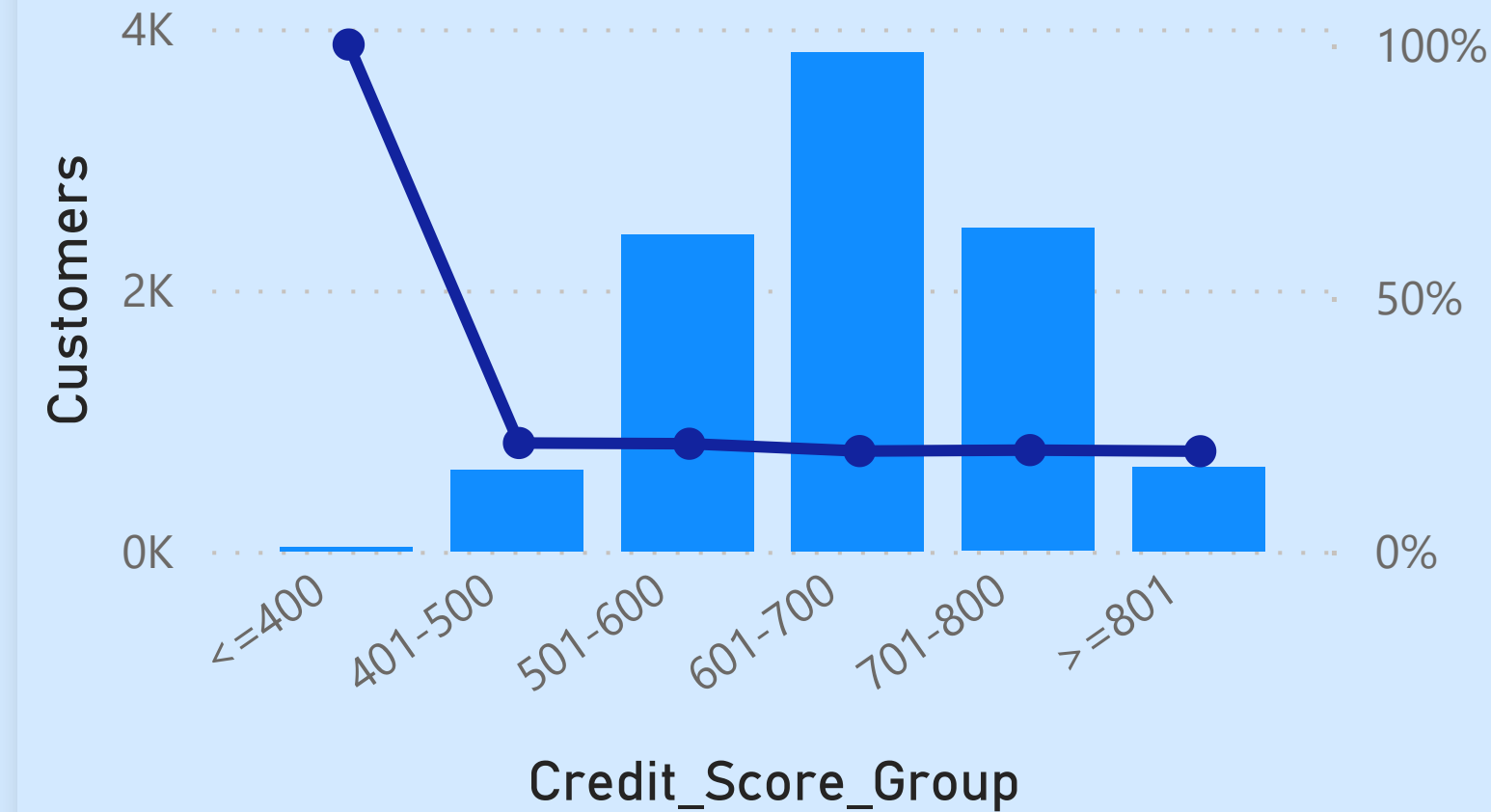
Customers and Churn_rate by Age_Group

Customers Churn_rate



Customers and Churn_rate by Credit_Score_Group

Customers Churn_rate



Customers and Churn_rate by Account_Balance

Customers Churn_rate

