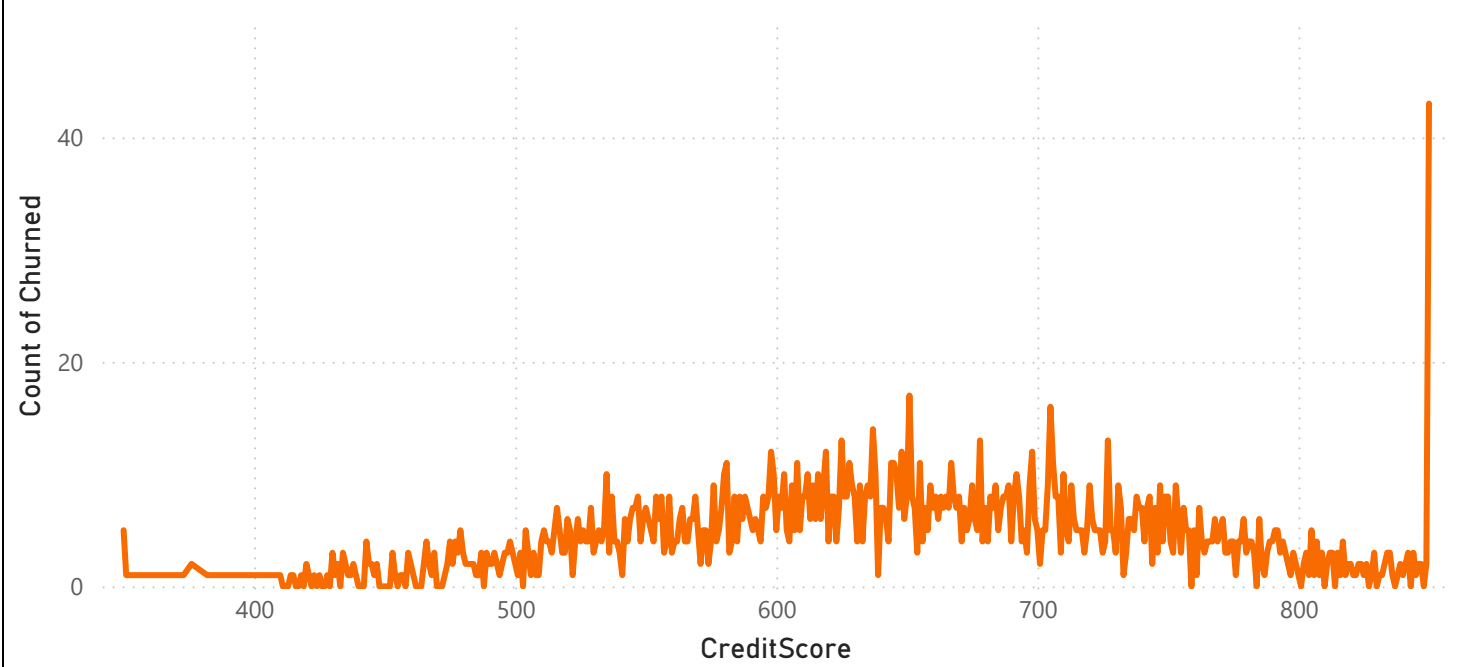


Customers Churned by Credit Score

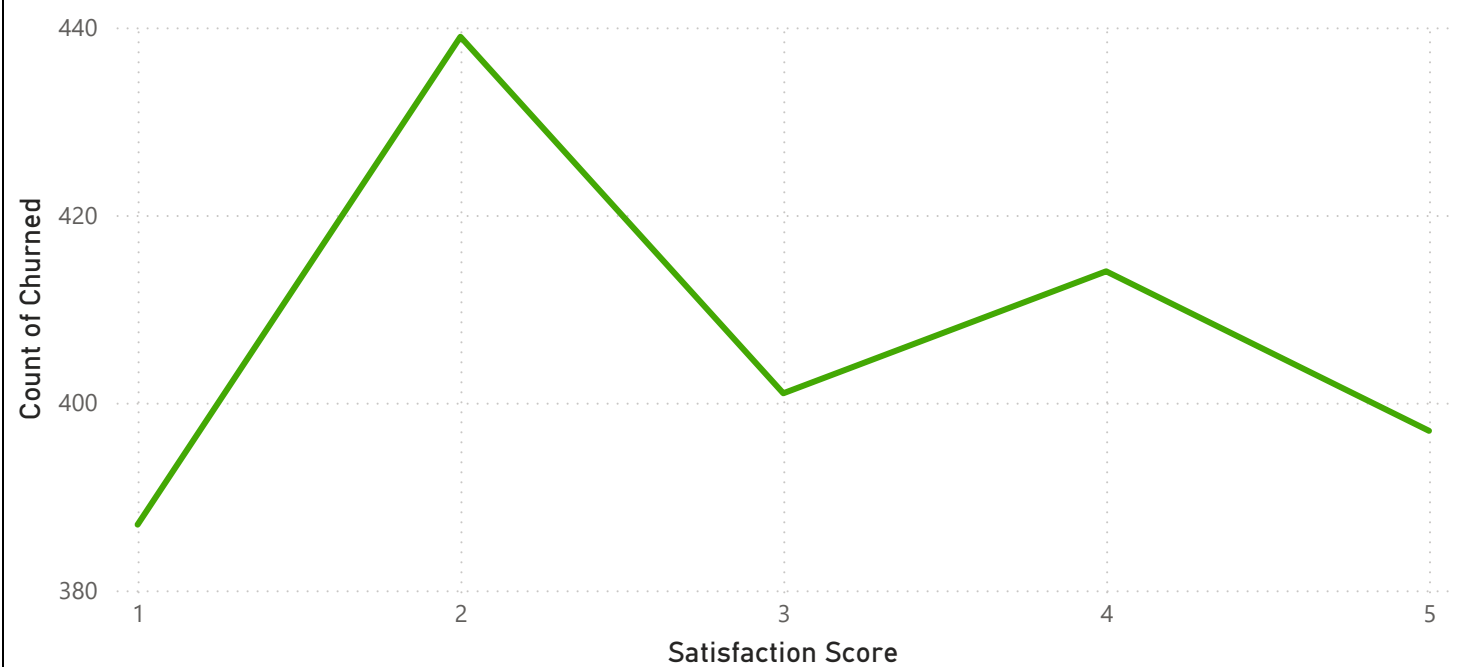


Count of Churned was highest for those with a Credit Score of [850](#), [651](#), and [705](#), respectively.

Those with a credit score of [850](#) accounted for [2.11%](#) of all who have left the bank, [43](#) out of the [2038](#) that have churned.

[233](#) customers within the dataset have a credit score of 850. The good thing is that, for some reason, there is an inflated amount of people with a credit score of 850. [50](#) people have a credit score of 651 and [53](#) people have a credit score of 705. Either way, there should be no reason that the customers with a credit score of 850 are leaving the bank so frequently.

Customers Churned by Satisfaction Score

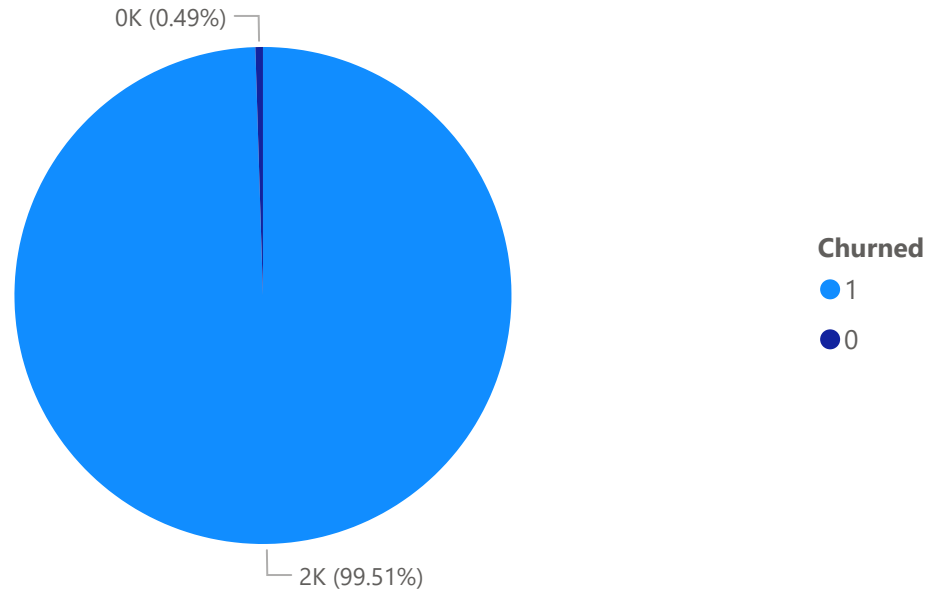


Customers with a satisfaction score of 2 had the most churned, at [439](#) customers. This accounts for [21.54%](#) of the total [2038](#) customers who have churned.

Surprisingly enough, the satisfaction score of 1 had the least amount of churned customers, at [387](#).

[1932](#) customers have a satisfaction score of 1, and [2014](#) customers have a satisfaction score of 2. Since the difference between the two is negligible, it could simply be a coincidence that more people are leaving the bank with a higher satisfaction score than 1. Regardless, increasing the average satisfaction score is advantageous for the bank.

### Customer Complaints by Amount Churned

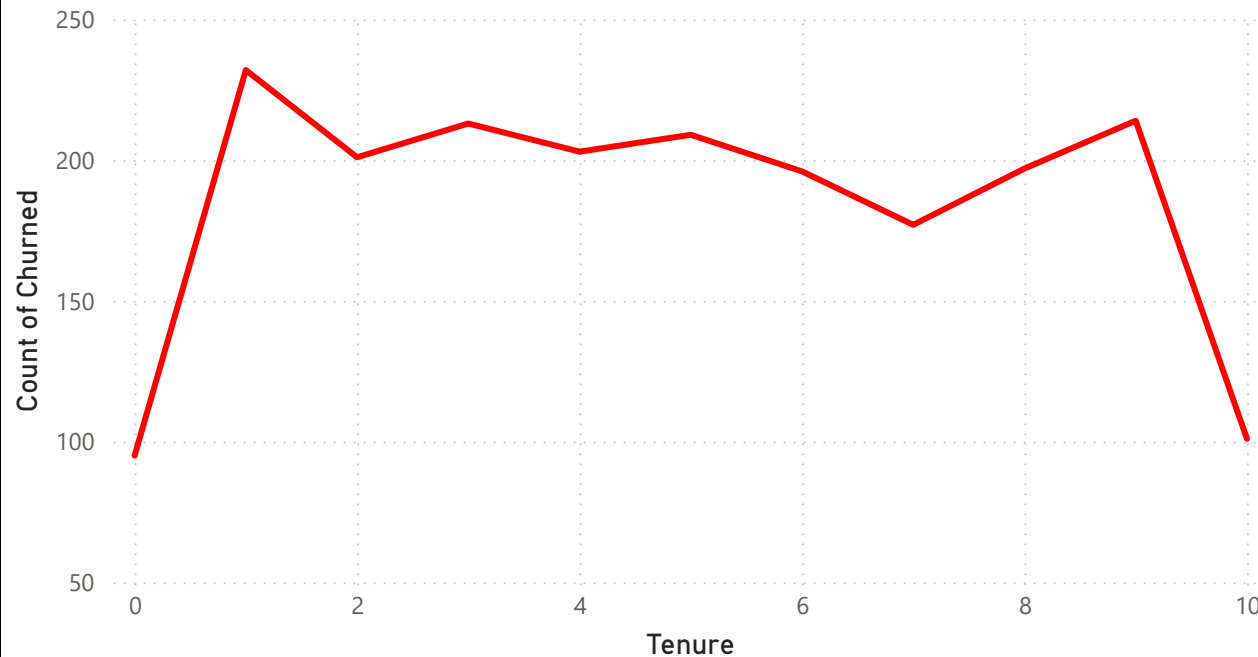


Out of those who complained, only 10 customers did not leave the bank sometime thereafter. Those 10 customers account for only 0.49% of those who have complained.

The remaining 99.51% of customers who complained did eventually churn, 2034 out of the 2044 in this visual.

This visual is very insightful as it shows how important complaints are in relation to churn. It is almost certain that after a customer complains, they are going to leave. Taking measures to resolve customer issues before they complain could prove to be one of the most beneficial actions.

### Customers Churned by Tenure (Years)



232 people left the bank after one year of having been a customer.

The tenure values of 0 and 10 have the least amount of customers churned, respectively. These two do make sense, although the 214 customers churned after 9 years of tenure is rather strange.

From this visual, you can see that most people leave after being with the bank for 1 year. From there, the values are lower but are still prevalent. Implementing programs and other benefits to motivate customers to stay after 1 year of tenure.