

Bank Churn Risk Report

76.49K

Average Account Balance

7962

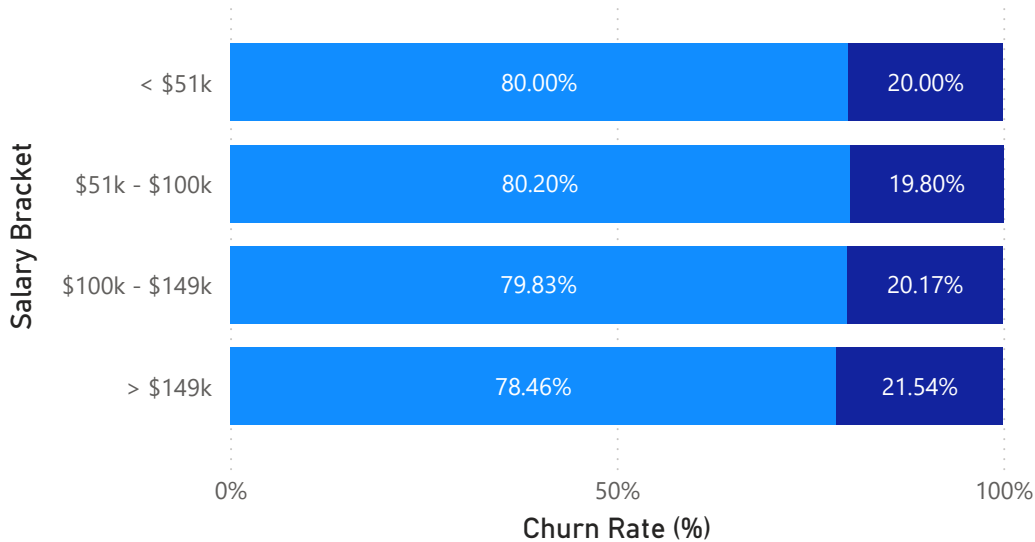
Retained Customers

2038

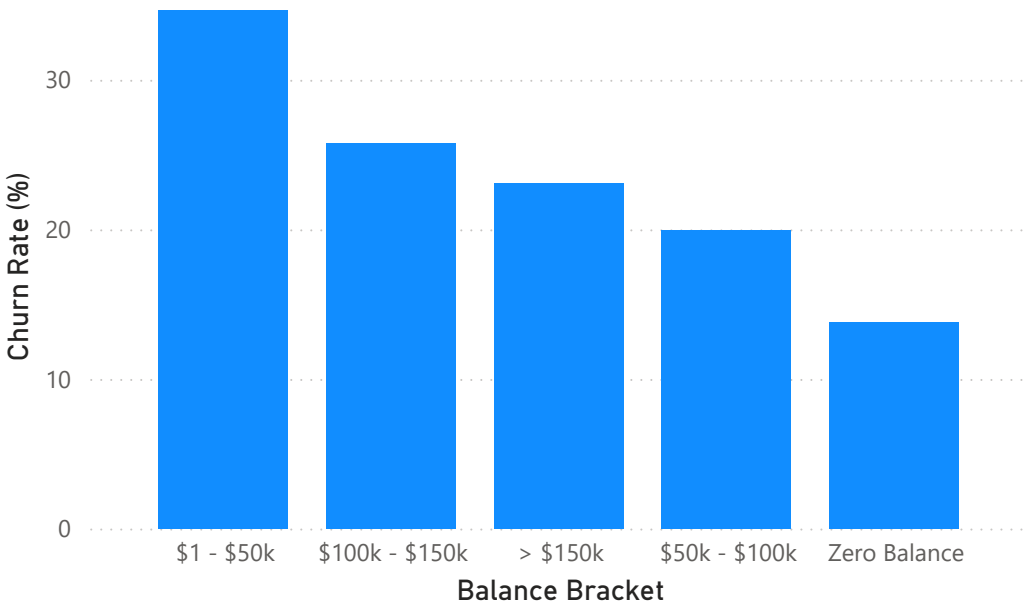
Churned Customers

Retained Customers and Churned Customers by Salary Bracket

Retained Customers Churned Customers

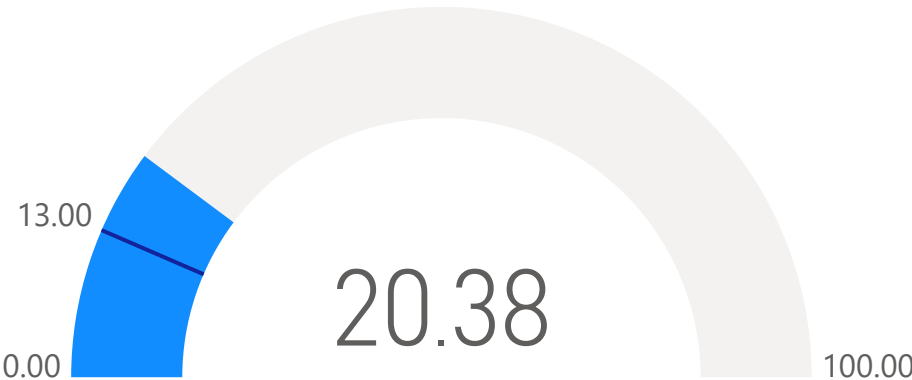


Churn Rate (%) by Balance Bracket

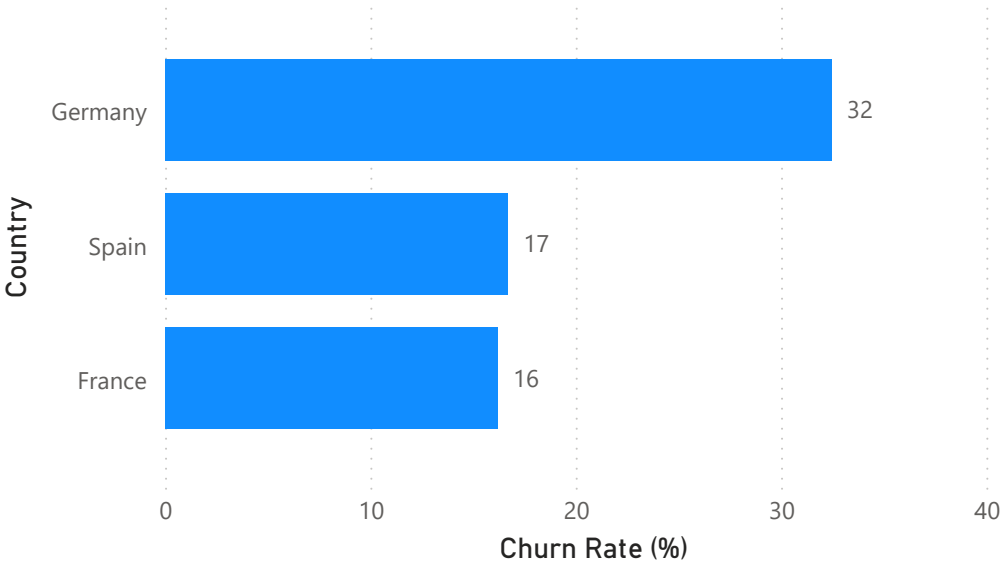


13 % Churn Target

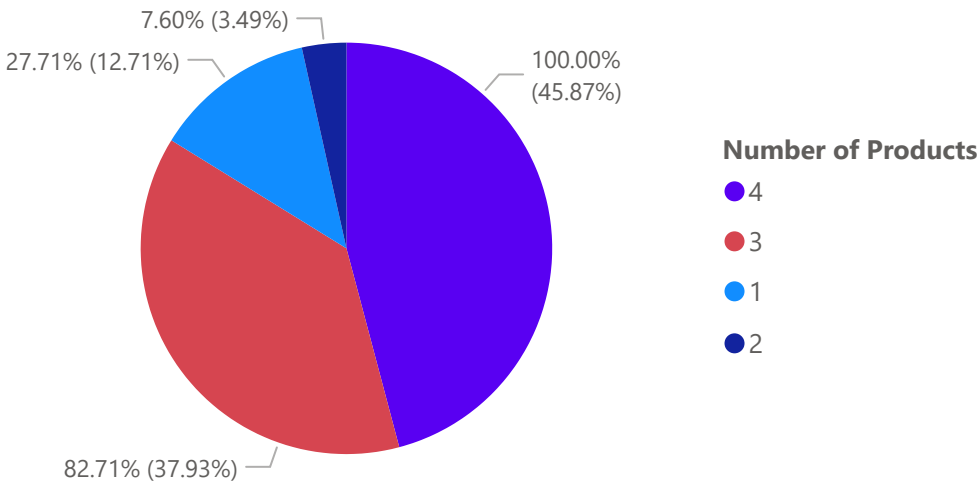
Overall Churn Rate (%)



Comparing Customer Churn Across Geographic Regions



Impact of Produt Engagement on Churn Rate



Churn Rate by Balance to Salary Ratio

