



ULTIMATE BANK  
bukolaadejola.com



Credit card



Balance

Finance

# Bank Customer Churn Dashboard

Total customers  
10K

Churned Customers

2037

Retained Customers

7963

Female Customers

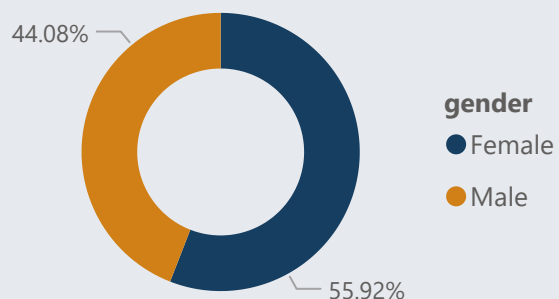
4543

Male Customers

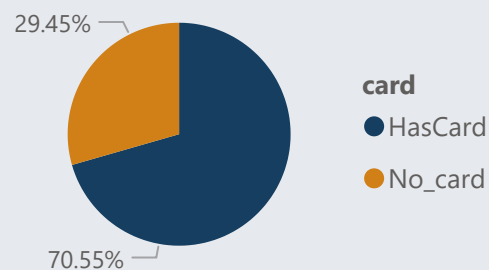
5457

## Customer's Attribute

Churned Customers by Gender

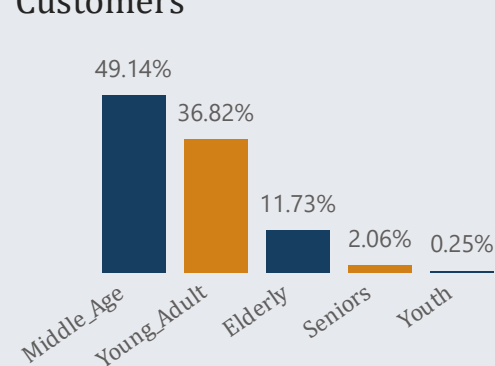


Churned Customers by Card

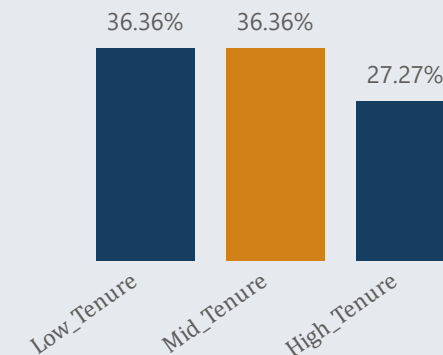


## Customer's Demographic

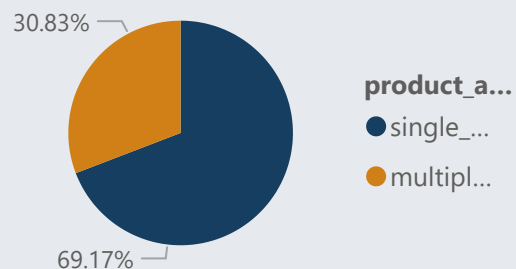
Age Distribution of Churned Customers



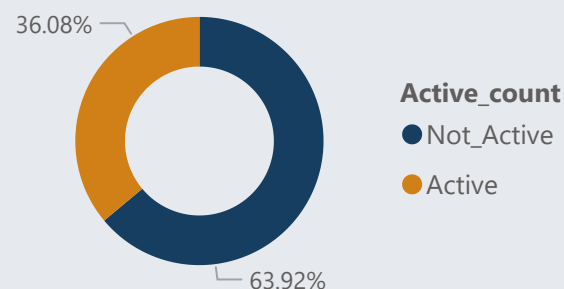
Tenure of Churned Customers



Churned Customers by Products



Churned Customers by Active



Sum of total\_churn by geography





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Balance

Insight

# Bank Customer Churn Dashboard

Total customers

10K

Churned Rate

2037



Retained Rate

7963



Female Customers

4543



Male Customers

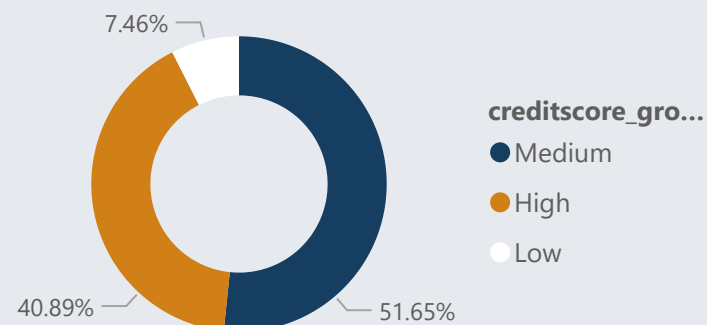
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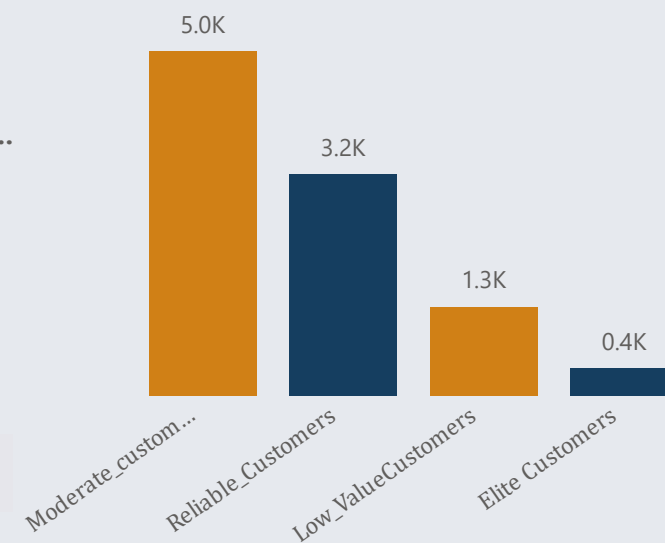
Customers with Higher Balances

surname	Sum of highest_balance	exited
Chia	213,146.20	1
Fleming	209,767.31	1
Haddon	222,267.63	1
Lo	250,898.09	1
Macartney	211,774.31	1
MacDonald	210,433.08	1
Shaw	216,109.88	1
To Rot	238,387.56	1
Webb	209,490.21	1
Dilke	214,346.96	0
Mao	212,692.97	0
McIntosh	221,532.80	0
Moore	212,778.20	0
Thomson	212,696.32	0
Udinesi	212,314.03	0

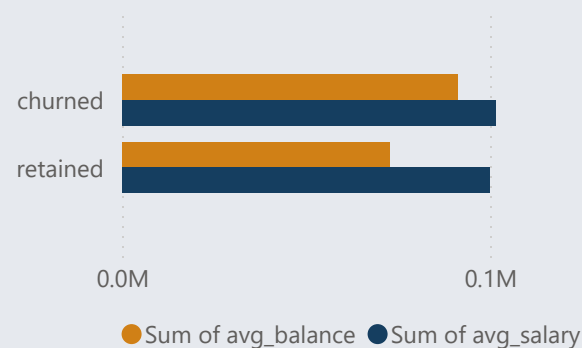
Churn rate by Creditscore



Customer by Segment



Avg Balance & Avg Salary by Churned-Retained



Customer Rating

