CHURN ANALYSIS

Bank Customer Data

9993
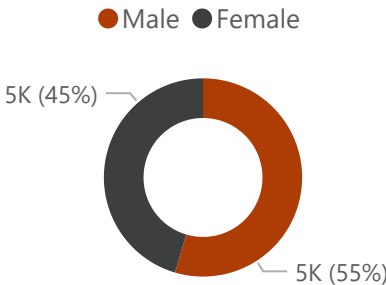Customers

2037
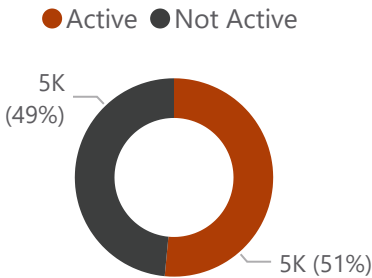Customers Lost

15.00%
20.38%
0.00%   100.00%
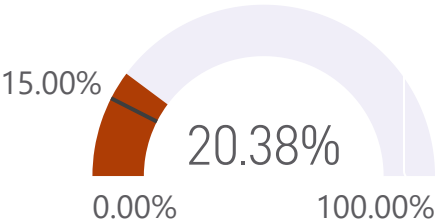
Customers by Gender
● Male ● Female

5K (45%)
5K (55%)

Customers by Activity Status
● Active ● Not Active

5K (49%)
5K (51%)

Customers by Credit Card Status
● Owned ● Not Owned

3K (29%)
7K (71%)

Customers by Country
● France ● Germany ● Spain

2K (25%)
3K (25%)
5K (50%)

Customers by Products
● prod 1 ● prod 2 ● prod 3 ● prod 4

0K (3%)
5K (46%)
5K (51%)
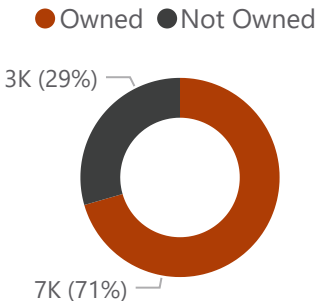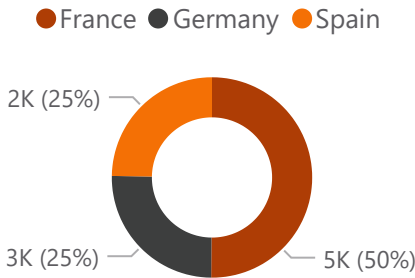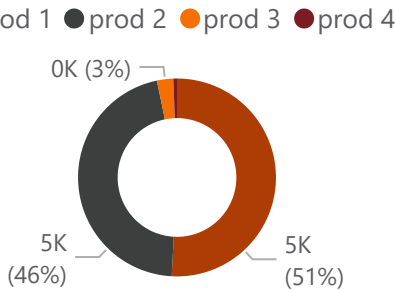
Customers and Churn Rate by Age Groups
● Customers ● Churn Rate

Customers | Churn Rate
60%
40%
20%
0%

Age Groups: <20, >71, 21-30, 31-40, 41-50, 51-60, 61-70
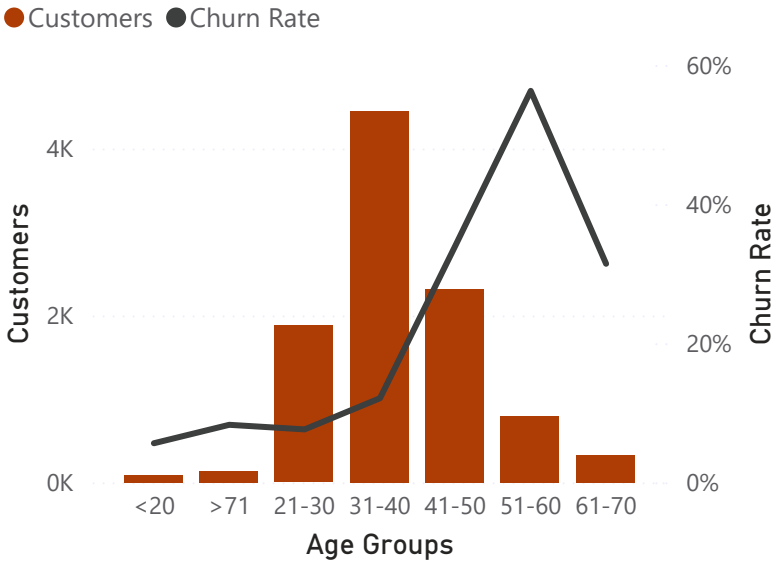
Customers and Churn Rate by Credit Scores
● Customers ● Churn Rate

Customers | Churn Rate
100%
50%
0%

Credit Scores: <=400, >=801, 401-500, 501-600, 601-700, 701-800
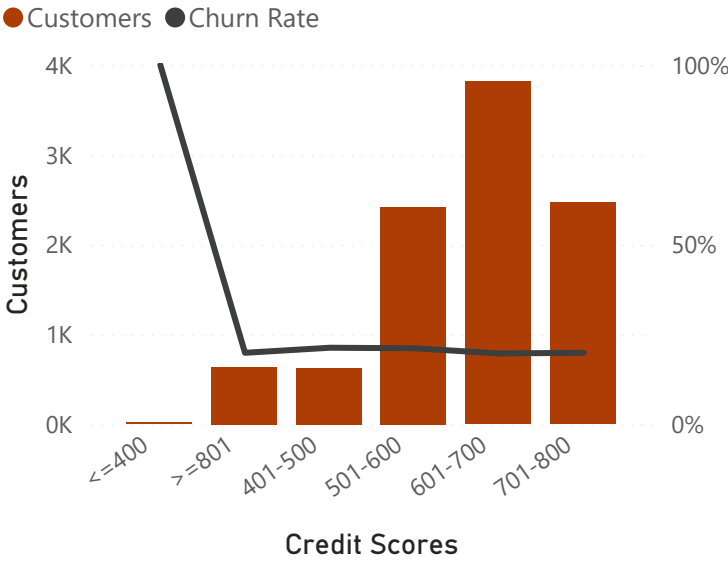
Customers and Churn Rate by Acct Balance
● Customers ● Churn Rate

Customers | Churn Rate
100%
50%
0%

Acct Balance: 0, 1-10k, 10k-100k, 100k-200k, >200k