

# AD HOC REPORT

10K

Total Customers

1627

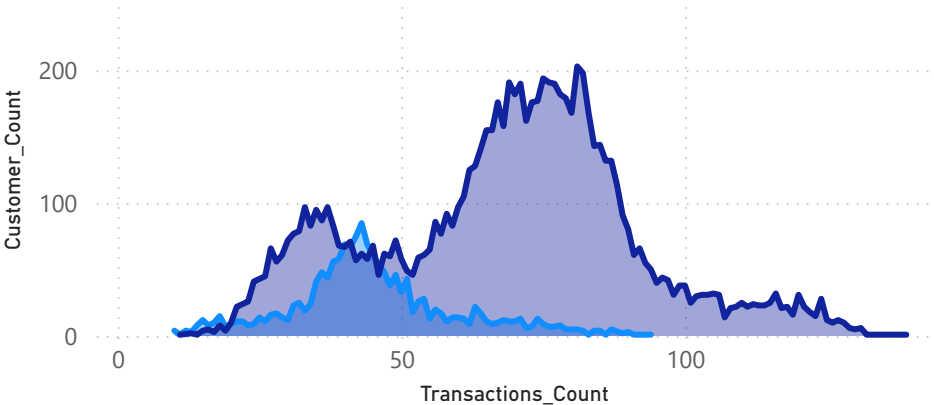
Total Attrited Customers

16.07%

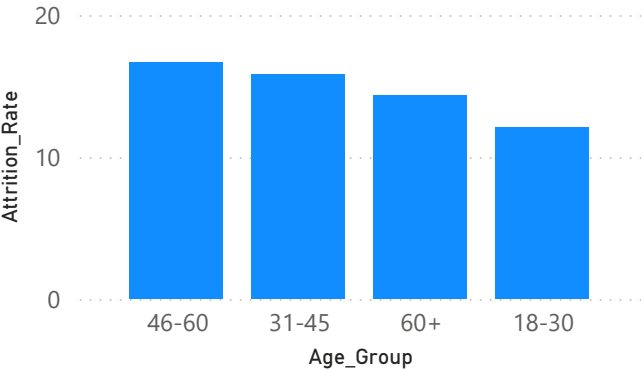
Attrition Rate

Customer Count by Transactions Count

Attrition\_Flag Attrited Customer Existing Customer

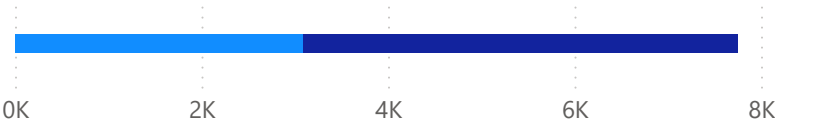


Attrition\_Rate by Age\_Group



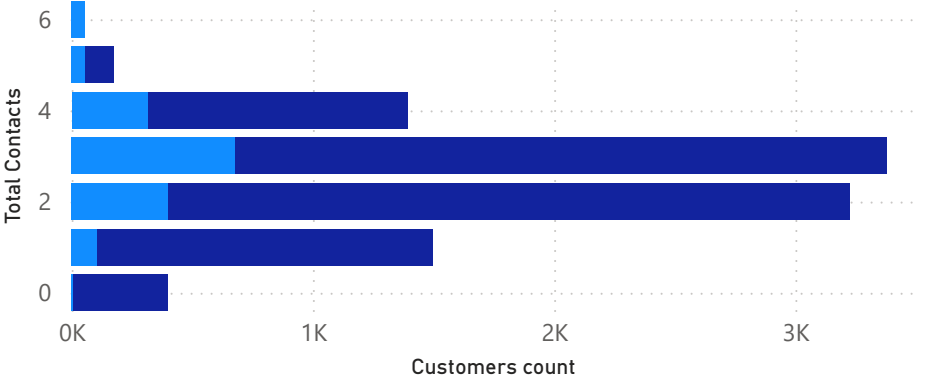
Avg\_Transaction\_Amount by Attrition\_Flag

Attrition\_Flag Attrited Customer Existing Customer

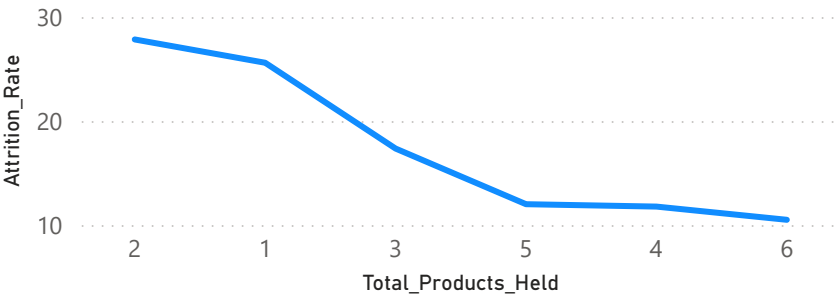


Customers count by Total Contacts

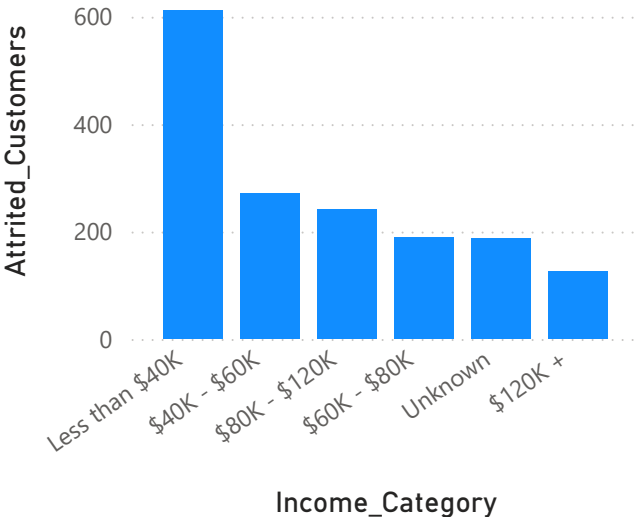
Attrition\_Flag Attrited Customer Existing Customer



Attrition\_Rate by Total\_Products\_Held

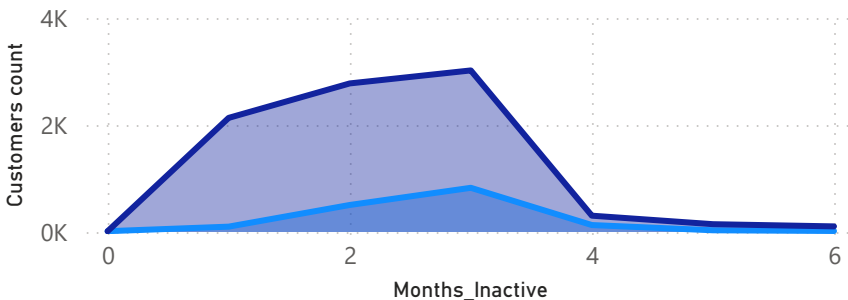


Attrited\_Customers by Income\_Category

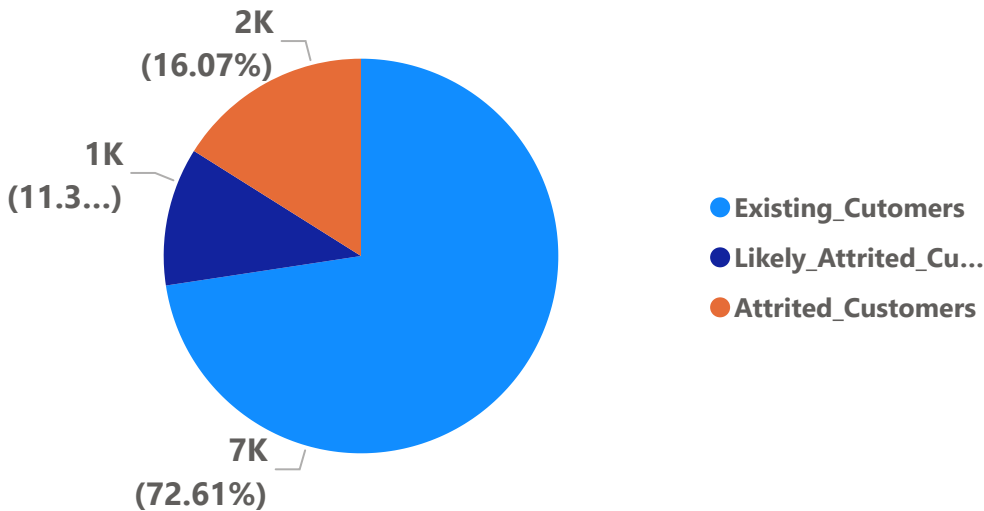


Customers count by Inactive months

Attrition\_Flag Attrited Customer Existing Customer



# Likely Churned Customers



Client_Id	Age	Gender	Income_Category	Inactive_Mon	Total_Contacts	Products_held	Total_Trans_Cnt
721265883	26	M	Less than \$40K	3	2	3	44
719227233	27	F	Less than \$40K	3	3	3	43
712058958	28	M	Less than \$40K	3	4	3	75
713110908	30	M	Less than \$40K	6	5	3	45
719952408	30	M	Less than \$40K	3	2	3	51
710014683	31	F	Less than \$40K	3	2	3	65
711809283	31	M	Less than \$40K	3	3	3	35
719471433	31	F	Less than \$40K	3	2	3	36
710307933	32	F	Less than \$40K	3	4	3	60
710657508	32	M	Less than \$40K	3	4	3	65
716285358	32	F	Less than \$40K	5	4	3	79
772684833	32	F	Less than \$40K	3	2	3	42
710808108	34	F	Less than \$40K	3	2	3	54
713997183	34	F	Less than \$40K	3	2	3	56
716869458	34	F	Less than \$40K	6	1	3	63
799731033	34	F	Less than \$40K	3	2	3	91
821296083	34	F	Less than \$40K	3	3	3	47
714633858	35	F	Less than \$40K	3	2	3	32
717310458	35	F	Less than \$40K	3	2	3	65
719233833	35	F	Less than \$40K	3	4	3	55
815062383	35	F	Less than \$40K	3	1	3	33
708438033	36	F	Less than \$40K	3	4	3	48
772401933	36	F	Less than \$40K	3	2	3	62
798962058	36	F	Less than \$40K	3	3	3	48
709541433	37	M	Less than \$40K	3	4	3	45
717105258	37	F	Less than \$40K	3	3	3	32
719914908	37	M	Less than \$40K	3	2	3	44