CUSTOMER CHURN ANALYSYS

Bank Data

10K
Customers

churn ⌄
☐ Churned
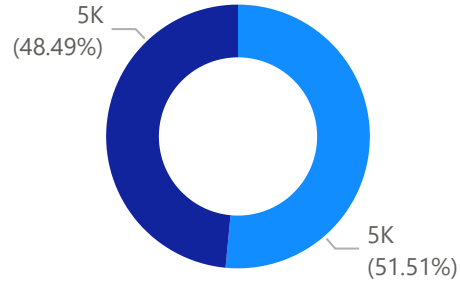☐ Not Churned

Customers by gender
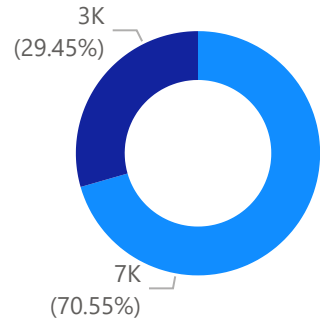● Male ● Female

5K (45.43%)
5K (54.57%)
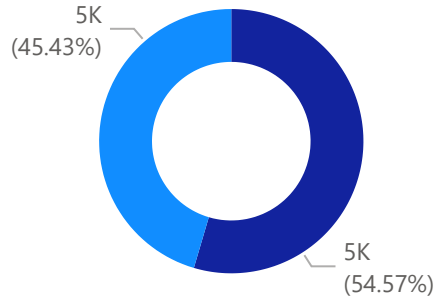
Customers by Activity Status
● Active ● Inactive

5K (48.49%)
5K (51.51%)

Customers by credit card status
● Owned ● Not owned

3K (29.45%)
7K (70.55%)

Customers by country
● France ● Germany ● Spain

2K (24.77%)
3K (25.09%)
5K (50.14%)
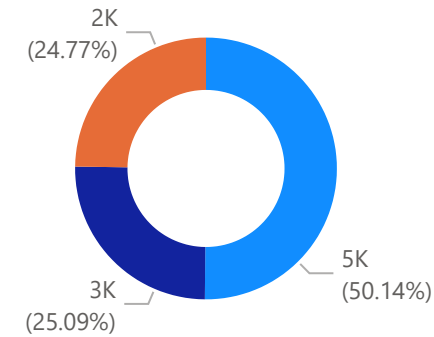
Customers by Product
● Prod1 ● Prod2 ● Prod3 ● Prod4

0K (2.66%)
5K (45.9%)
5K (50.84%)
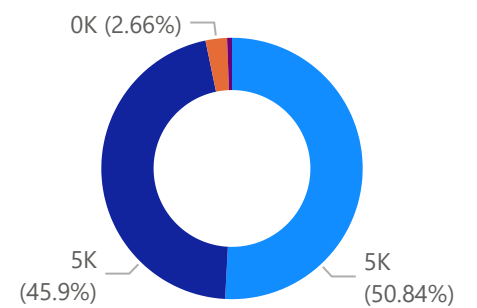
Customers and Churn Rate by Age Group
● Customers ● Churn Rate

Customers — Age Group (<20, 21-30, 31-40, 41-50, 51-60, 61-70, > 71)
Churn Rate (0% - 60%)
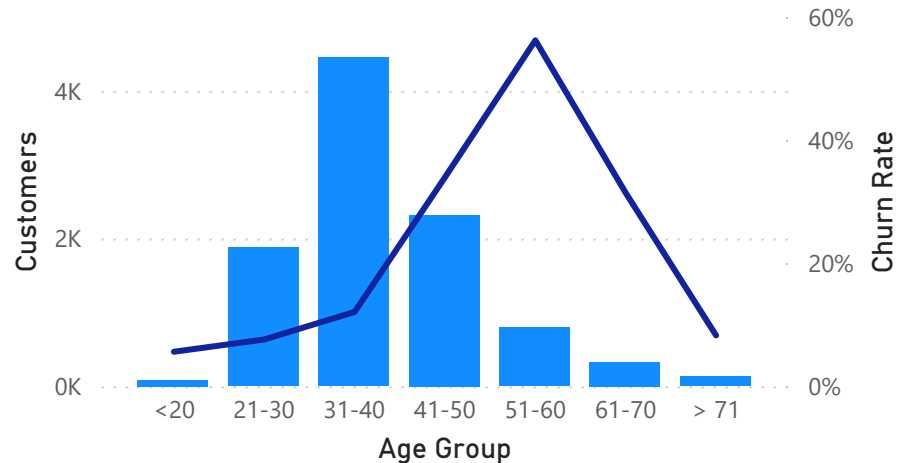
Customers and Churn Rate by Credit Score
● Customers ● Churn Rate

Customers — Credit Score (<=400, 401-500, 501-600, 601-700, 701-800, >=801)
Churn Rate (0% - 100%)

15.0%
0.0%   100.0%
20.4%