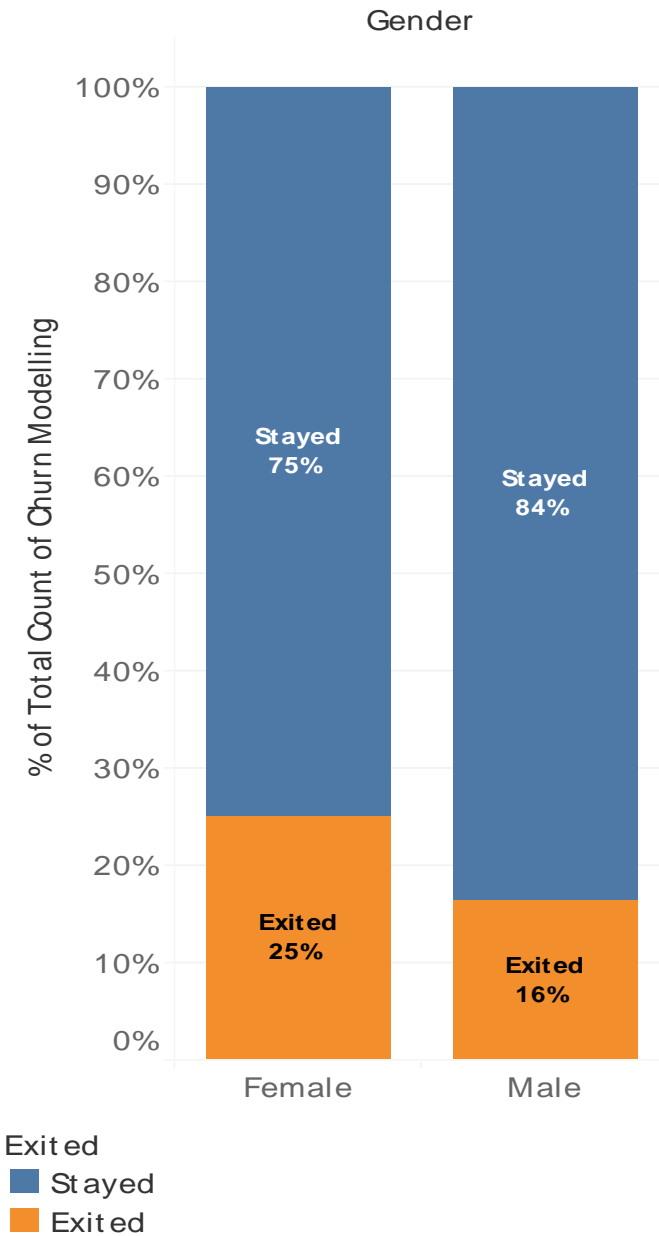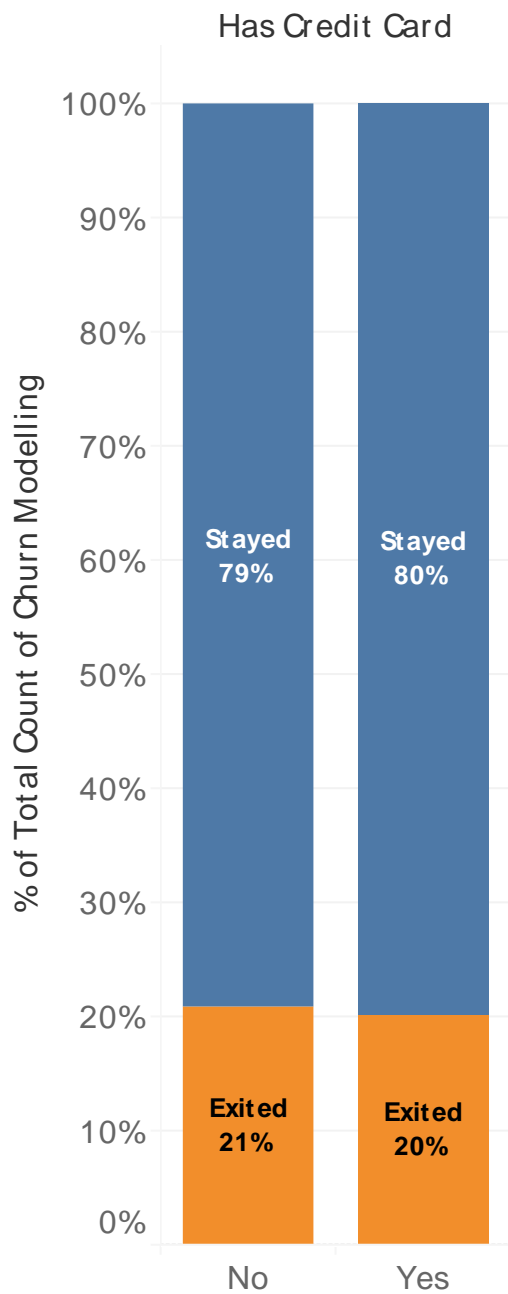## Visualizing Ad-Hoc A-B Test

The bank aims to understand the reasons behind customer exits or retentions.

Gender

The chart illustrates the average exit rates from a bank. Female customers exhibit a higher likelihood of leaving than average, whereas male customers display a lower propensity to exit.
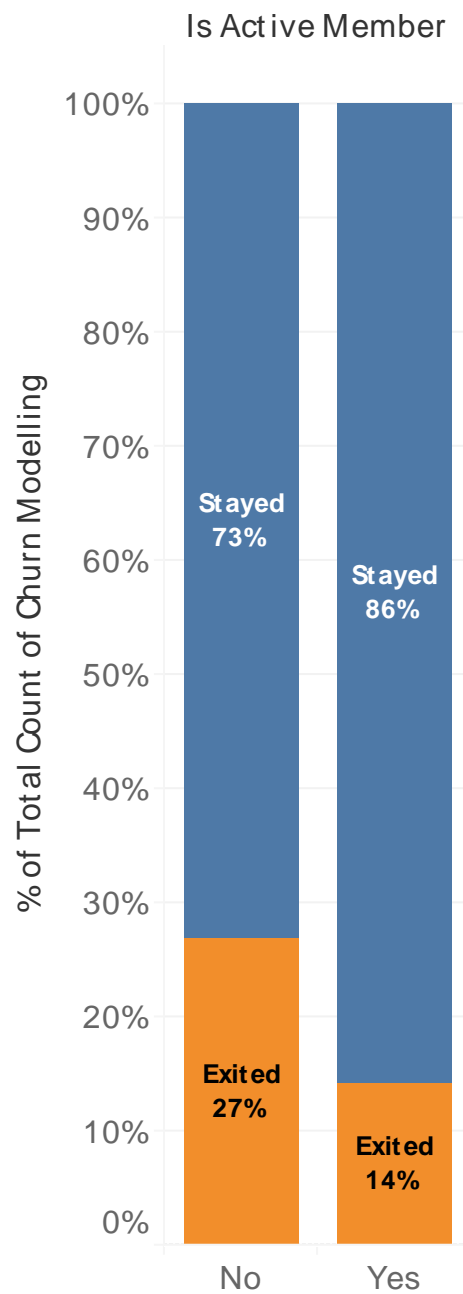
Has credit card

Has Credit Card

The chart indicates no significant difference; the presence of a credit card does not impact the reasons for customer retention or exit.
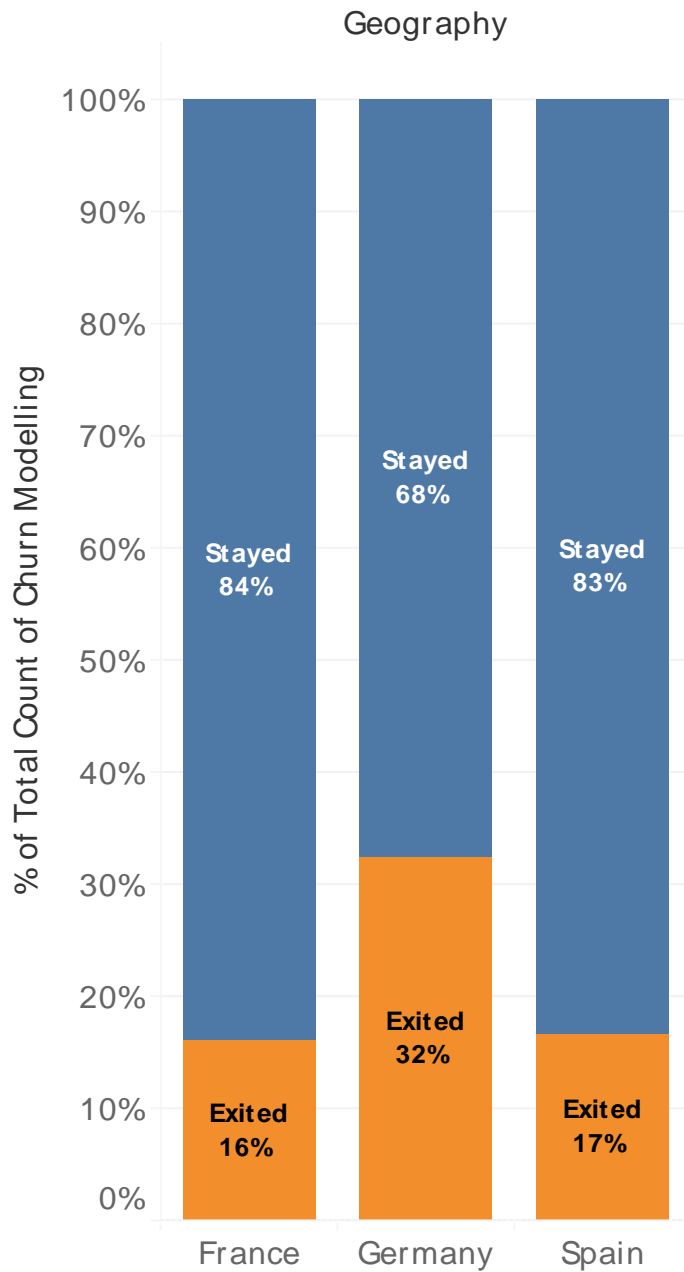
Active member

Is Active Member

% of Total Count of Churn Modelling

Stayed
73%

Stayed
86%

Exited
27%

Exited
14%

No   Yes

Exited
■ Stayed
■ Exited

The charts show that active customers are less likely to leave the bank.
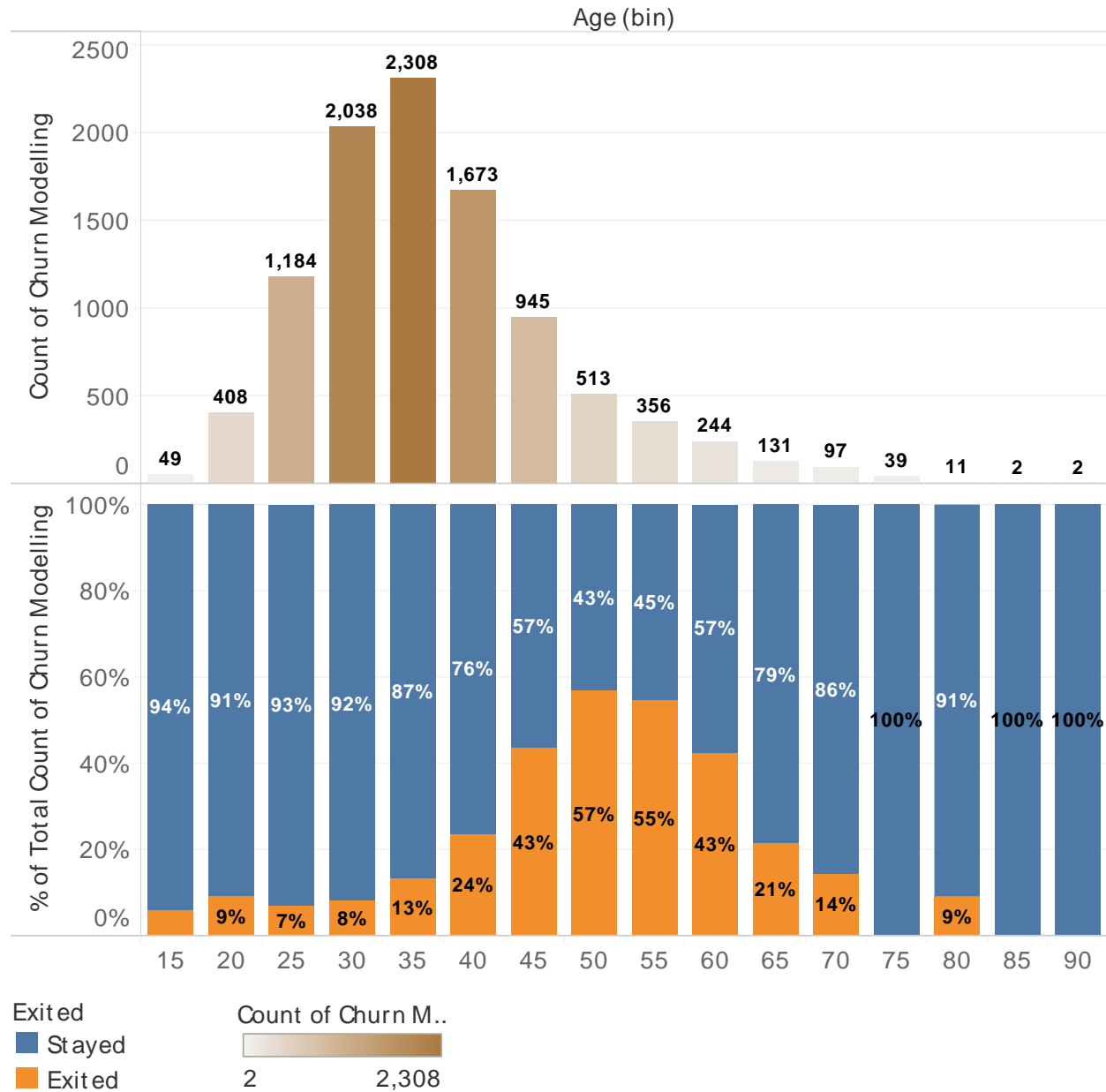
Using Ad-Hoc A-B Test to Find Anomaly

Country

This chart highlights an anomaly in Germany, where the number of customer exits exceeds the average. Management should investigate this issue.

Age

Age (bin)

This chart reveals a higher likelihood of customers aged 45 to 60 leaving the bank than other age groups. However, the lower customer count in specific ranges may not be statistically significant.