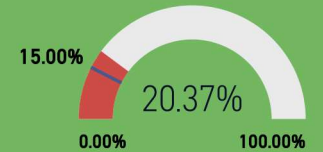# CHURN ANALYSIS
Bank Customer Data

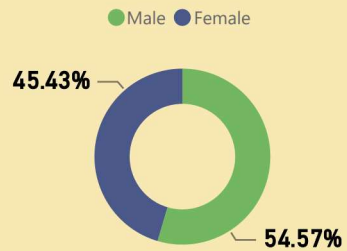**10K** Customers

2037 Customer Loss

20.37% Churn Rate
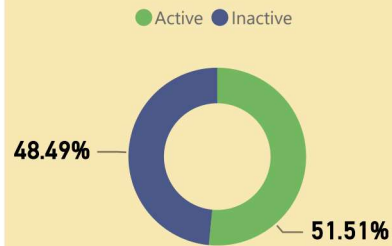
churn_stat... — All

15.00% — 20.37% — 0.00% — 100.00%

Customers by gender
● Male ● Female

45.43%
54.57%

Customers by credit_card_status
● Owned ● Not Owned

29.45%
70.55%
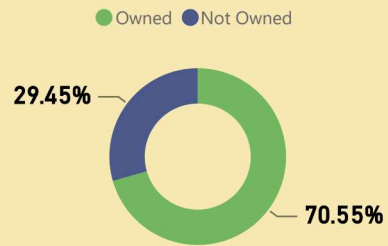
Customers by activity_status
● Active ● Inactive

48.49%
51.51%

Customers by country
● France ● Germany ● Spain

24.77%
25.09%
50.14%

Customers by products
● Prod 1 ● Prod 2 ● Prod 3 ● Prod 4

2.66%
45.9%
50.84%
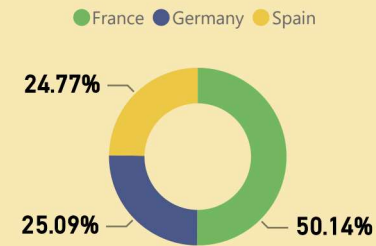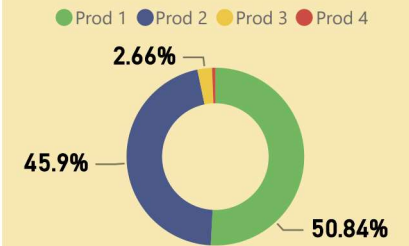
Customers and Churn Rate by Age Groups
● Customers ● Churn Rate

Age Group	Customers	Churn Rate
<=20	0.1K	5.62%
21-30	1.9K	7.61%
31-40	4.5K	12.09%
41-50	2.3K	33.97%
51-60	0.8K	56.21%
61-70	0.3K	31.42%
>70	0.1K	8.27%
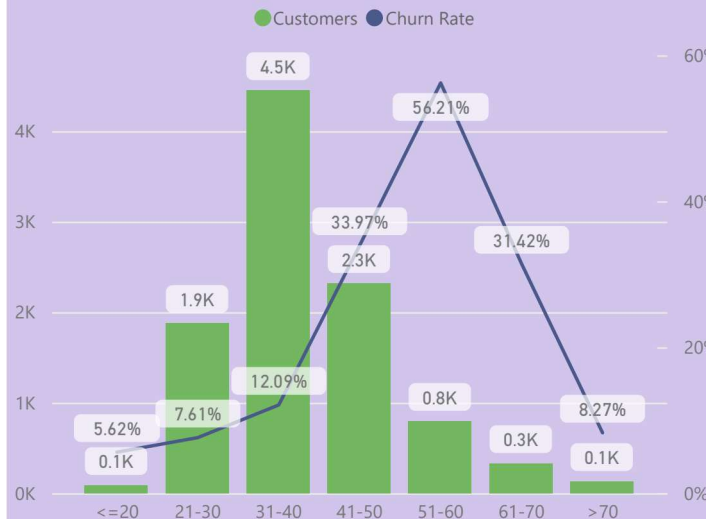
Customers and Churn Rate by Credit Scores
● Customers ● Churn Rate

Credit Score	Customers	Churn Rate
<=400	0.0K	100.00%
401-500	0.6K	21.31%
501-600	2.4K	21.17%
601-700	3.8K	19.72%
701-800	2.5K	19.91%
>800	0.6K	19.69%

Customers and Churn Rate by Acct Balance
● Customers ● Churn Rate

Acct Balance	Customers	Churn Rate
0	3.6K	13.82%
1k-10k	0.0K	100.00%
10k-100k	1.6K	20.53%
100k-200k	4.8K	25.02%
>200k	0.0K	55.88%