

1. People with old age group having most salary has no credit cards. To take benefit of those customers, we must try to offer credit cards to them anyhow, so if they spend and banks get more money and invest more.
2. Half of customers are with inactive accounts, they should be given low priority or find their inactiveness reason. But here since 49% are inactive, its better to show them benefits of being active in bank, giving new schemes, incentive,etc.
3. Females tend to exit their accounts more than male. Banks can introduce some Schemes or FDs' which benefits Women more.
4. Spain tends to be country with least exists with similar amount of account holders in Germany. Banks can take note of that country policies and apply in favor of Germany.
5. There is Great response in terms of Loan Payments on time as can be compared with average of Credit Score.
6. There is quite amount of customers who exited bank in 1st four years which can be compared with complaints by satisfaction graph, customer count by satisfaction graph.
7. There is a need to improve management team also customer care services so as to solve customer problems.