

Credit Card Customer Analysis



Avg_Utilization_Ratio

0.27

Avg_Book_months

35.93

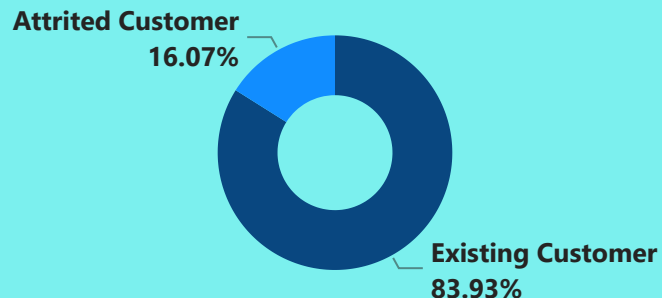
Avg_Credit_limit

8.63K

Avg_Customer_Age

46.33

Customer Type



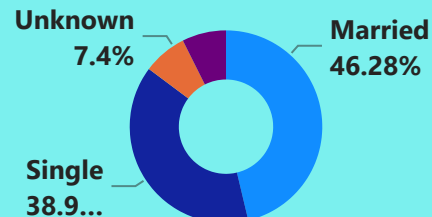
Income_Category

All

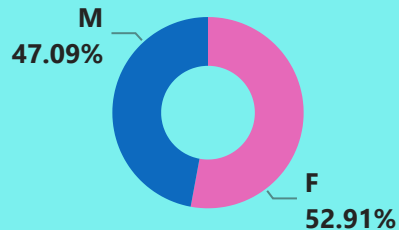
Education_Level

All

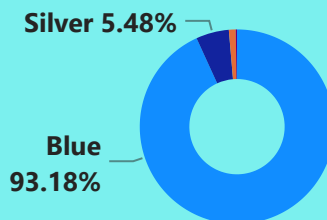
Customer Married Status



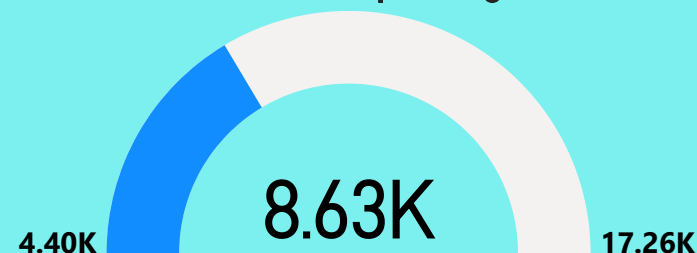
Gender %age



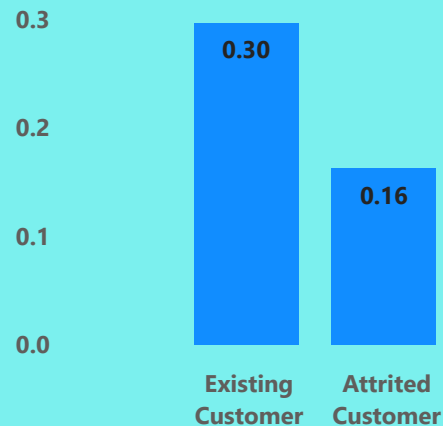
Card Categories



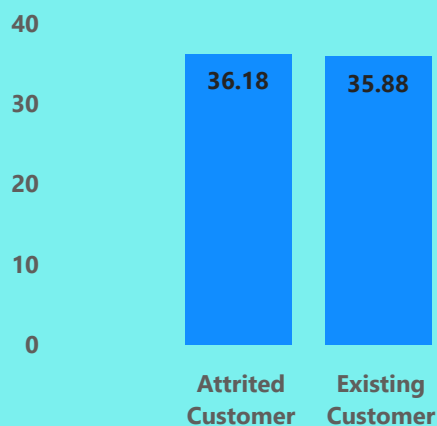
Limit VS Spending



Customer_Avg_Utilization_Ratio

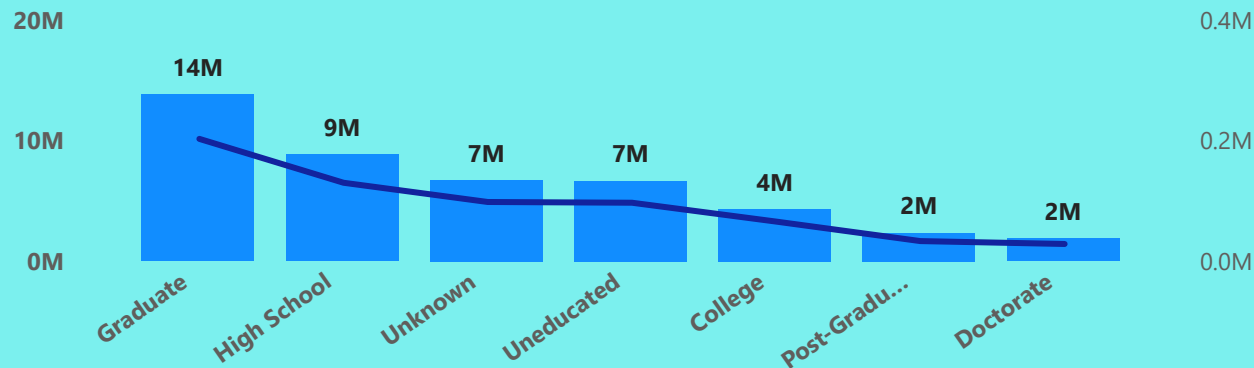


Customer_Avg_Book_Month



Total_Trans_Amt by Education_Level

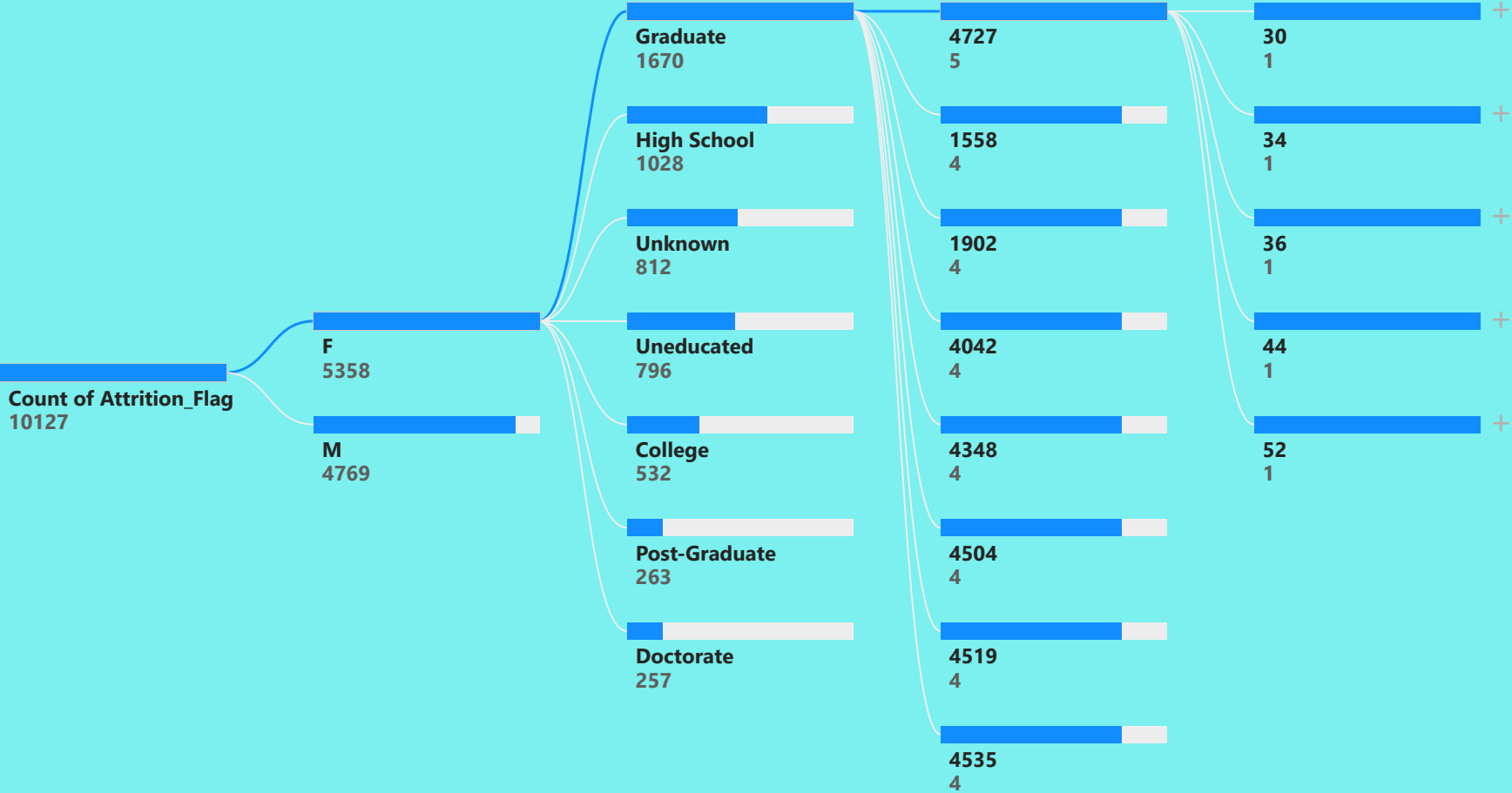
Last 12 Months





Decomposition_tree

<u>Gender</u> ×	<u>Education_Level</u> ×	<u>Total_Trans_Amt</u> ×	<u>Months_on_book</u> ×
F	Graduate	4727	





Key influencers Top segments



What influences Attrition_Flag to be Attrited Customer ?

When...

....the likelihood of
Attrition_Flag being Attrited
Customer increases by

Average of
Total_Trans_Amt is 2010 -
2935

5.24x

Average of Total_Trans_Amt
is 5271 - 10583

2.03x

Average of Credit_Limit is
1900 or less

2.03x

Average of Total_Trans_Amt
is 2010 or less

1.45x

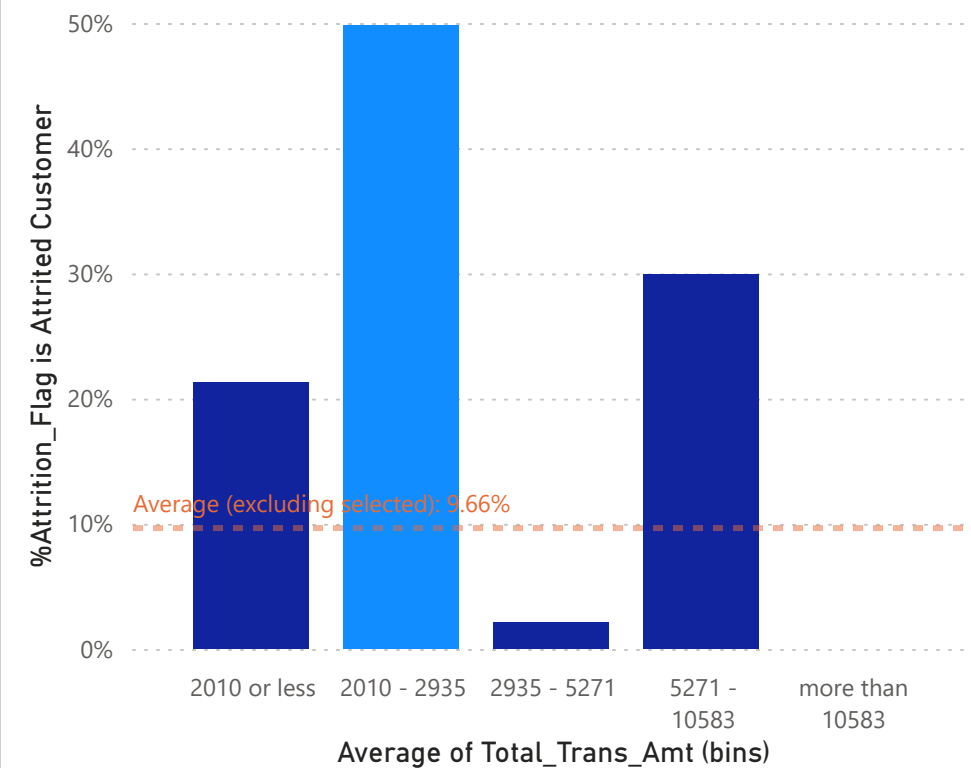
Gender is F

1.17x

Marital_Status is Single

1.10x

← Attrition_Flag is more likely to be Attrited Customer when Average of Total_Trans_Amt is 2010 - 2935 than otherwise (on average).



☐ Only show values that are influencers