**Customers Churn Dashboard Report**

The aim of the data analysis is to provide actionable insights that enable the bank to proactively manage customer relationships, reduce churn, and enhance its overall competitiveness in the financial landscape. The report is based on churn customers only.

**Total Deposit Balance** $764,858,892.88

**Deposit by churn Merchants** $185,588,094.63 (24.26%)

Customers with credit card status amounted to 7055 (70.55%)

Without credit card status 2945 (29.45%)

**Customers Status**

Active customers 1,302(63.92%)

Inactive customers 735(36.08%)

**Churn Analysis By Gender**

Female 1,139 (55.92%)

Male 898 (44.08%)

**The bank has a total of four products with product 1 having a 5,084 (50.84%)**

Product 4 590 (45.9%)

Product 3 266 (2.66%)

Product 4 60 (0.6%)

**Churn analysis by country**

Germany 814 (39.96%)

France 810 (39.76%)

Spain 413 (20.27%)

**Deposit Balance by age group**

41-50 has the highest deposit balance of $71,203,065.16

followed by the 31-40 age group with $48,955,897.63

51-60 age group with $40,051,408.9

**Customers based on points**

Six points have the highest number of customers of 1408 followed by customers without a

Zero point with 500 customers and

Five points with 85 customers.

**Churn customers with an age range**

41-50 are 788

31-40 with 538 customers

51-60 with 448

Analyzing the churn customers was aimed at understanding and mitigating customer churn.

The primary objectives of analyzing churn customers are

**1. Retaining Customers:**

  - Identifying reasons for customer churn allows the bank to implement strategies to retain existing customers. By addressing issues that lead to churn, the bank can improve customer satisfaction and loyalty.

**2. Revenue Protection:**

- Customer acquisition is generally more expensive than customer retention. Analyzing churn helps protect the bank's revenue by preventing the loss of valuable customers and the associated revenue streams.

**3. Enhancing Customer Experience:**

- Understanding the factors that contribute to churn enables the bank to enhance the overall customer experience. By addressing pain points or dissatisfaction, the bank can improve its services and strengthen customer relationships.

**4. Tailoring Marketing Strategies:**

- Analyzing churn patterns helps in tailoring marketing and communication strategies. The bank can identify segments of customers at higher risk of churn and develop targeted campaigns to engage and retain them.

**5. Risk Management:**

- Churn analysis is a part of risk management. It helps the bank identify and assess potential risks to its customer base and take proactive measures to mitigate those risks.

**6. Operational Efficiency:**

- Identifying and addressing the causes of churn can lead to operational efficiencies. It may involve streamlining processes, improving customer service, or introducing new features that align with customer needs and preferences.

**7. Competitive Advantage:**

- Banks that effectively analyze and manage customer churn gain a competitive advantage. Retaining customers in a competitive market is crucial, and a bank that can demonstrate a commitment to customer satisfaction is more likely to attract and retain clients.

In conclusion, the comprehensive analysis of customer churn provides valuable insights for the bank to strategically navigate the challenges of customer retention and satisfaction. The identified objectives, including retaining customers, protecting revenue, enhancing customer experience, and managing risks, serve as pillars for the bank's future success.

The data-driven approach revealed key trends, such as gender-based and age-based variations in churn rates, as well as insights into product performance and geographical influences.

Leveraging this information, the bank is well-positioned to implement targeted strategies that address specific causes of churn and capitalize on opportunities for improvement.

The proactive measures suggested, including personalized retention strategies, targeted marketing campaigns, and operational efficiency improvements, aim to fortify the bank's competitive advantage. By aligning products and services with customer needs, optimizing marketing efforts, and continuously monitoring and adapting strategies, the bank can foster customer loyalty and satisfaction.

Ultimately, the churn analysis dashboard serves as a dynamic tool that empowers stakeholders to make informed decisions, mitigate risks, enhance overall customer relationships, and reduce customer attrition. Through the implementation of the suggested strategies, the bank can navigate the competitive financial landscape, ensuring sustained growth, and a resilient position in the market.

Data from: [BI With Gurpreet](https://www.youtube.com/@biwithgurpreet)

**Thank you**

**Donatus Victor**

**The Analyst**