

BANK CUSTOMER CHURN REPORT

Total Customers

10K

Avg Churn Rate

20.37

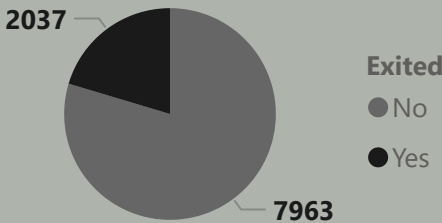
Avg. Credit Score

650.53

Avg Account Balance

76.49K

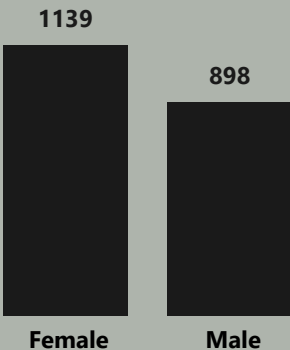
Churned Vs Non-Churn Ratio



Churned Customers By Gender

Exited ● Yes

Total Customers



Churn Rate by Age Group

41-60

60+

26-40

18-25

Churn Rate



Avg. Credit Score

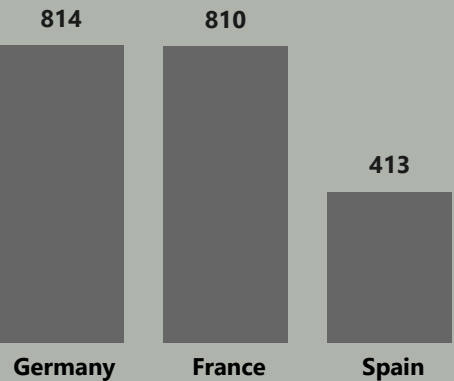
5.01

Customers that likely to Churn

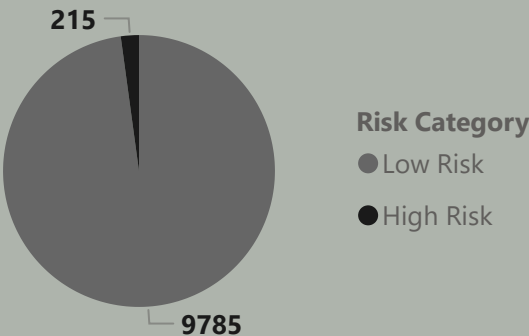
CustomerId	Surname	Balance	CreditScore	Tenure	Exited
15583849	Ts'ai	0.00	408	3	No
15660475	Ndubueze	0.00	411	9	No
15691647	McGregor	0.00	411	2	No
15729908	Allan	0.00	411	10	No
15570194	Ikemefuna	0.00	412	5	No
15595160	Renwick	0.00	413	2	No
15633059	Fanucci	0.00	413	9	No
15656351	Laidley	0.00	414	3	No
15691792	Young	0.00	416	8	No
15704412	Hewitt	0.00	416	0	No

Churned Customers By Geography

Count of Exited



Total Customers by Risk Category



BANK CUSTOMER CHURN REPORT (SUMMARY)

KPI's REQUIREMENTS:

- Total Customers
- Average Churn Rate
- Average Credit Score
- Average Account Balance
- Average Tenure

TOTAL CUSTOMERS EXITED :

2037 customers are **exited** while 7963 customers are still stay out of 10000 customers.

CHURNING CUSTOMERS BY GENDER:

Female (1139) have **more churning numbers** than Male (898).

CHURN RATE BY AGE GROUP :

Age Group 41 to 60 is having **higher churning rate (39)**, followed by Age Group 60+.

CHURN RATE BY GEOGRAPHY :

Germany is having **higher churn rate**, followed by Spain.

CUSTOMERS DETAILS :

A Brief Detailed of Customers who are likely to be churn because of having low balance and credit score.