

# BANK CUSTOMER CHURN REPORT

Total Customers

10K

Avg Churn Rate

20.37

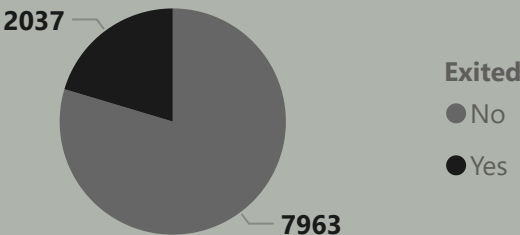
Avg. Credit Score

650.53

Avg Account Balance

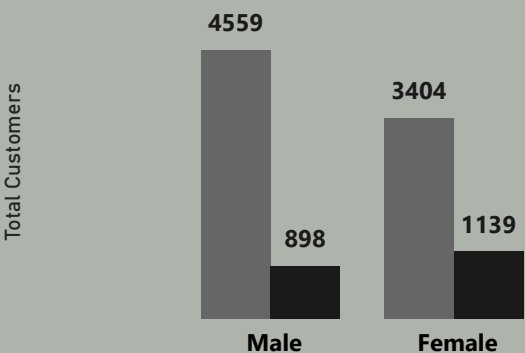
76.49K

Total Customers by Exited

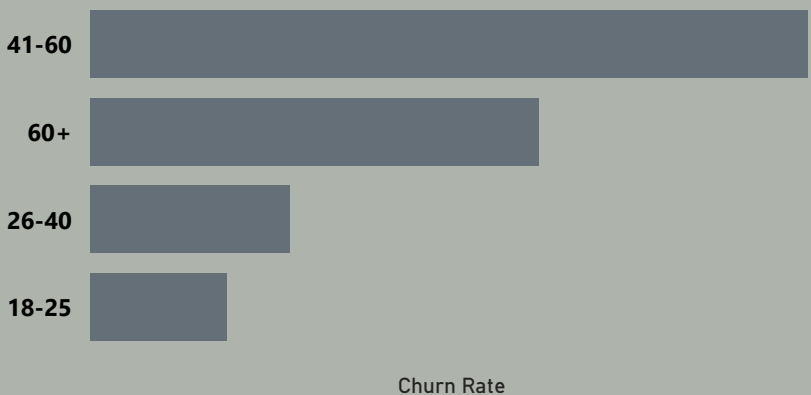


Total Customers by Gender and Exited

Exited ● No ● Yes

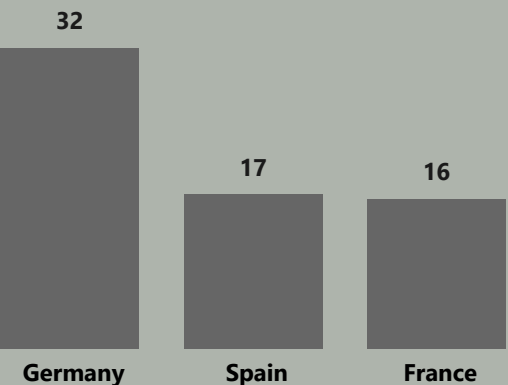


Churn Rate by Age Group

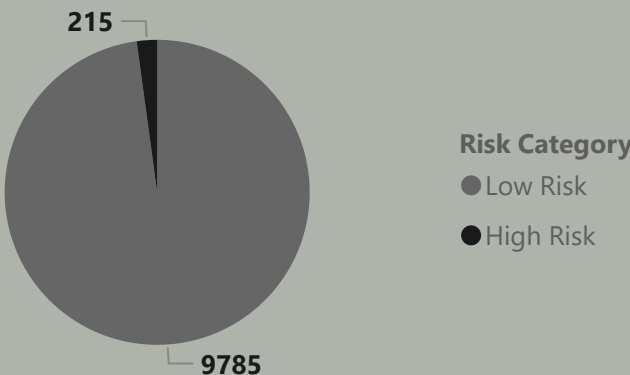


Churn Rate by Geography

Churn Rate



Total Customers by Risk Category



| CustomerId | Balance     | CreditScore | Exited |
|------------|-------------|-------------|--------|
| 15565701   | 1,61,993.89 | 698         | No     |
| 15565706   | 0.00        | 612         | Yes    |
| 15565714   | 64,430.06   | 601         | No     |
| 15565779   | 57,809.32   | 627         | No     |
| 15565796   | 96,048.55   | 745         | No     |
| 15565806   | 0.00        | 532         | No     |
| 15565878   | 0.00        | 631         | No     |
| 15565879   | 0.00        | 845         | No     |
| 15565891   | 0.00        | 709         | No     |
| 15565996   | 0.00        | 653         | No     |

# BANK CUSTOMER CHURN REPORT (SUMMARY)

## KPI's REQUIREMENTS:

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

## 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 (32)** is having **higher churn rate**, followed by Spain (17).

## CUSTOMERS DETAILS :

A Brief Detailed of Customers including **CustomerID, Balances, Credit Scores, Exited** (YES/ NO).