CHURN ANALYSIS
BANK CUSTOMER DATA

10K
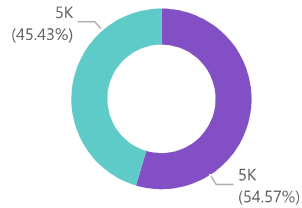Total Customers

15.0% 20.4% 100.0%
0.0%
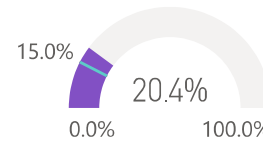
Total Customers by Gender
● Male ● Female

5K
(45.43%)

5K
(54.57%)

Total Customers by Activity Status
● Active ● Inactive

5K
(48.49%)

5K
(51.51%)
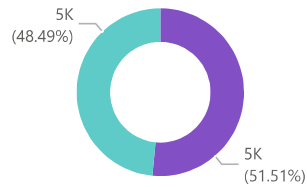
Total Customers by Credit Card Status
● Owned ● Not Owned

3K
(29.45%)

7K
(70.55%)
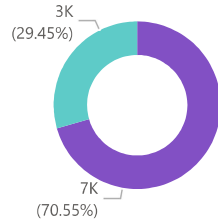
Total Customers by Country
● France ● Germany ● Spain

2K
(24.77%)

3K
(25.09%)

5K
(50.14%)
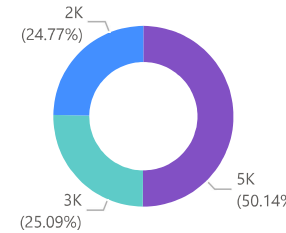
Total Customers by Products
● Prod 1 ● Prod 2 ● Prod 3

0K (2.66%)

5K
(45.9%)

5K
(50.84%)
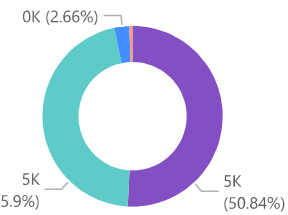
Total Customers and Churn Rate by Age Groups
● Total Customers ● Churn Rate

Total Customers | Churn Rate
4K | 60%
2K | 40%
0K | 20%
| 0%

<20 | 21-30 | 31-40 | 41-50 | 51-60 | 61-70 | >71
Age Groups
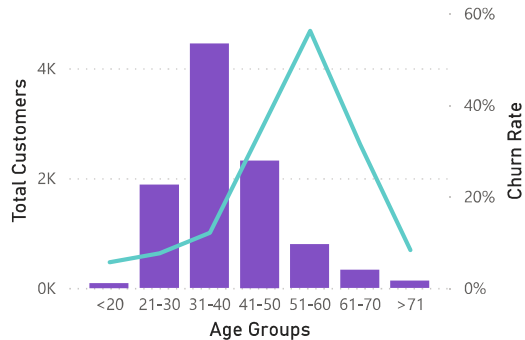
Total Customers and Churn Rate by Credit Scores
● Total Customers ● Churn Rate

Total Customers | Churn Rate
4K | 100%
3K |
2K | 50%
1K |
0K | 0%

<=400 | 401 - 500 | 501 - 600 | 601 - 700 | 701 - 800 | >=801
Credit Scores
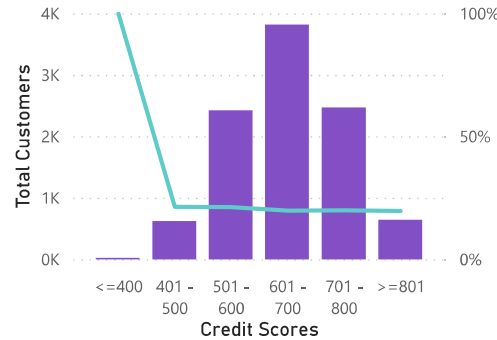
Total Customers and Churn Rate by Acct Balance
● Total Customers ● Churn Rate

Total Customers | Churn Rate
5K | 100%
0K | 50%
| 0%

0 | 1k - 10k | 10k - 100k | 100k - 200k | >200k
Acct Balance
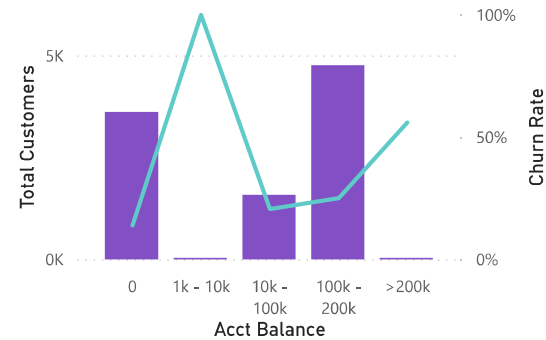
Build a visual

Insert or select a visual to start building