Churn Analysis
Bank Customer Data

10K Customers
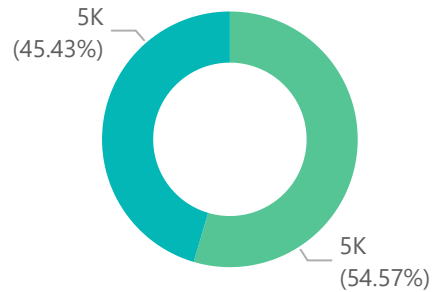
15.0%   20.4%
0.0%   100.0%
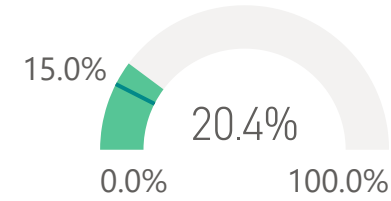
Customers by Gender

● Male ● Female

5K (45.43%)
5K (54.57%)

Customers by Activity Status

● Active ● Inactive

5K (48.49%)
5K (51.51%)
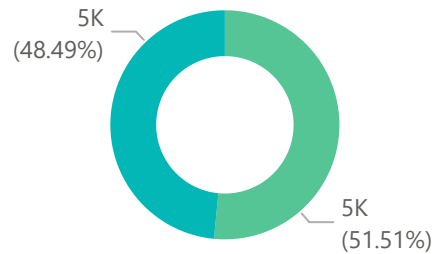
Customers by Credit Card Status

● Owned ● Not Owned

3K (29.45%)
7K (70.5...)
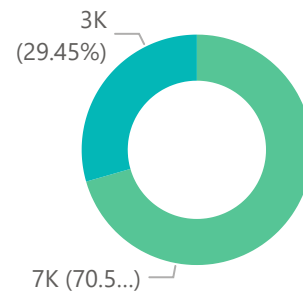
Customers by Country

● France ● Germany ● Spain

2K (24.77%)
5K (50.14%)
3K (25.09%)
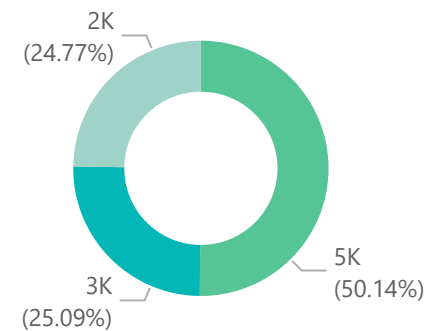
Customers by Products

● Prod 1 ● Prod 2 ● Prod 3 ● Prod 4

0K (2.66%)
5K (45.9%)
5K (50.84%)
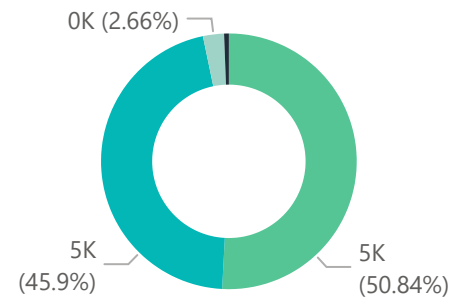
Customers and Churn Rate by Age Groups

● Customers ● Churn Rate

Customers: 4K, 2K, 0K
Churn Rate: 100%, 50%, 0%

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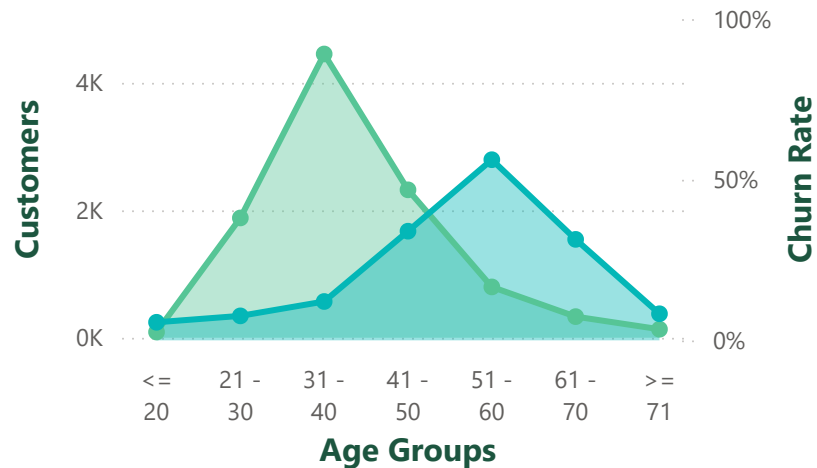
Customers and Churn Rate by Credit Scores

● Customers ● Churn Rate

Customers: 4K, 3K, 2K, 1K, 0K
Churn Rate: 100%, 50%, 0%

Credit Scores: <= 400, 401 - 500, 501 - 600, 601 - 700, 701 - 800, >= 801
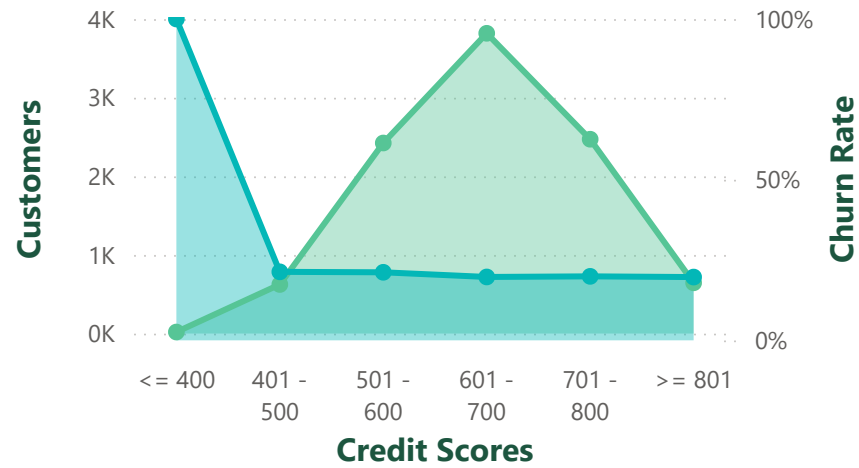
Customers and Churn Rate by Acc Balance

● Customers ● Churn Rate

Customers: 4K, 2K, 0K
Churn Rate: 100%, 50%, 0%

Acc Balance: 0, 1k - 10k, 10k - 100k, 100k - 200k, > 200k