

Key Observations:

- Out of the total 10,000 customers across all countries, 20.4% (2038) experienced churn in the year 20XX.
- Female customers exhibit a higher churn rate at 25%, compared to male customers at 17%. 25% of all female customers registered complaints, indicating potential issues with services targeted towards them.
- Churn rates vary across different countries, with Germany and France having the highest churn rate at 40%, followed by Spain at 20%. These findings imply that geographic location may play a role in customer churn, indicating a need for targeted retention strategies in specific regions.
- Churn rates are strongly influenced by age group, with the highest rate observed among customers aged 50-64 (50%), followed by the 45-54 age group (48%). Conversely, the lowest churn rate is observed among customers aged 25-34 (8%). These findings suggest that older customers are more likely to churn, while younger customers display higher loyalty towards the bank.
- The number of products held by customers influences churn behavior, with customers holding 3 or more products exhibiting a higher churn rate of 85%. This indicates the possibility of issues with certain bank products that require attention and improvement.
- Active members demonstrate a lower churn rate compared to inactive members (27% vs. 85%). These results underscore the importance of customer engagement and proactive efforts to retain and engage customers.
- Remarkably, 99% of customers who registered complaints about the bank's services ultimately left the institution. This highlights the need for swift and effective complaint resolution measures to address customer concerns and enhance retention efforts.

Recommendations:

- Focus on improving services and addressing concerns specifically for female customers to reduce their higher churn rate.
- Implement targeted retention strategies in countries with high churn rates (Germany, France, Spain) by understanding and addressing region-specific challenges.
- Develop age-specific retention initiatives, catering to the needs of older customers (50-64, 45-54) and fostering loyalty among younger customers (25-34).
- Identify and rectify any issues related to products with a high churn rate, while continuously improving and innovating offerings.
- Encourage active customer engagement through incentives, rewards, and personalized retention offers.
- Establish a robust complaint resolution process, promptly addressing customer concerns and monitoring complaint trends to prevent recurring issues.