Note – Please refer attached Power Bi file(.pbix) for visual report.

Report on Business Analysis and Recommendations

As requested, I have prepared a revised report based on the tabular data provided for our new project. The analysis of this data has yielded valuable insights and recommendations to enhance our business performance and drive growth. Please find below a summary of the key findings:

A) CUSTOMER CHURN ANALYSIS

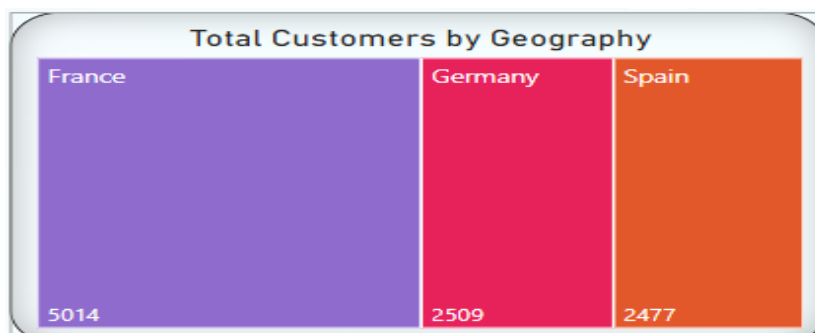**1. Total Customers and Churned Customers:**

  - Total Customers: The dataset consists of a total of 10,000 customers.

  - Churned Customers: There are 2,038 churned customers, indicating an attrition rate of approximately 20.38%.

2. Credit Score Level:

  - <400: Customers with a credit score below 400 had the lowest churn rate, with only 19 out of 19 customers exiting.

  - >800: Customers with a credit score above 800 had a relatively low churn rate, with 127 out of 645 customers exiting.

  - 400-600: Customers with credit scores ranging from 400 to 600 had a moderate churn rate, with 643 out of 3,017 customers exiting.

  - 600-800: Customers with credit scores ranging from 600 to 800 had the highest churn rate, with 1,249 out of 6,319 customers exiting.

3. Geography:

  - France: Customers from France had a moderate churn rate, with 811 out of 5,014 customers exiting.

  - Germany: Customers from Germany had a similar churn rate to France, with 814 out of 2,509 customers exiting.

  - Spain: Customers from Spain had a relatively lower churn rate, with 413 out of 2,477 customers exiting.
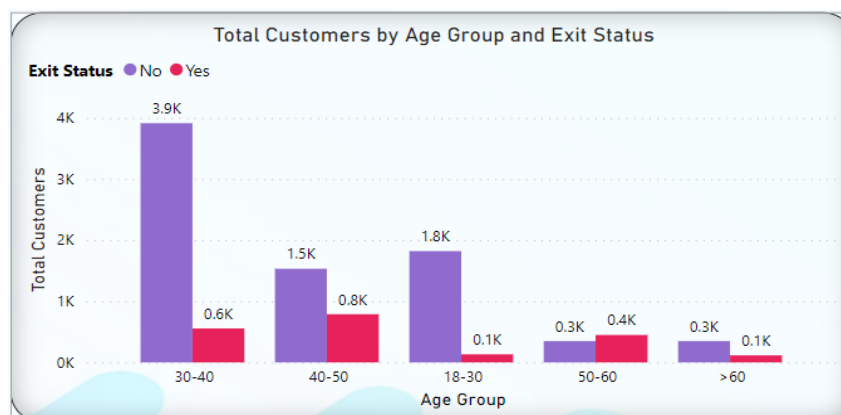

Total Customers by Geography

4. Gender:

 - <u>Female:</u> Female customers had a higher churn rate compared to males, with 1,139 out of 4,543 customers exiting.

 - <u>Male:</u> Male customers had a lower churn rate compared to females, with 899 out of 5,457 customers exiting.
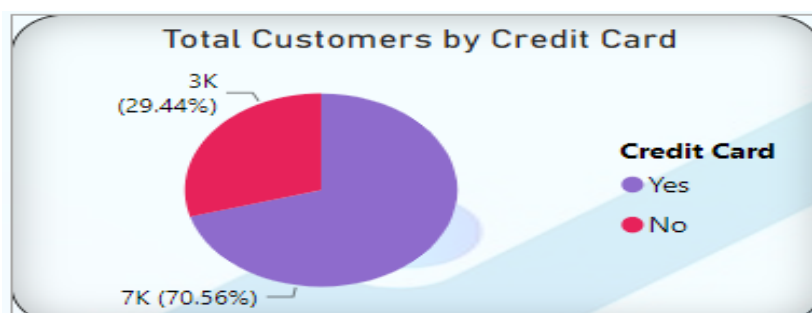
Total Customers by Gender

4543
(45.43%)

Gender
● Male
● Female

5457 (54.57%)
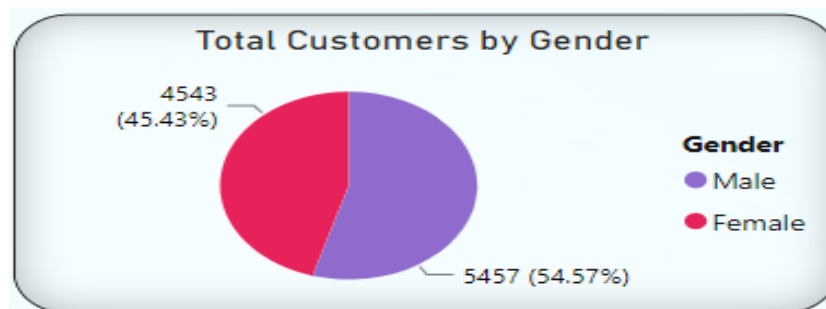
5. Age Group:

 - Customers between the ages of 30 and 40 had the highest churn rate, with 555 out of 4,467 customers exiting.

 - Customers above the age of 60 had the lowest churn rate, with 115 out of 464 customers exiting.

- Customers between the ages of 40 and 50 had a moderate churn rate, while Customers between the ages of 50 and 60 had a relatively lower churn rate

Total Customers by Age Group and Exit Status

Exit Status ● No ● Yes

| Age Group	No	Yes
30-40	3.9K	0.6K
40-50	1.5K	0.8K
18-30	1.8K	0.1K
50-60	0.3K	0.4K
>60	0.3K	0.1K

6. Has Credit Card:

 - Customers without a credit card had a higher churn rate, with 613 out of 2,944 customers exiting.

 - Customers with a credit card had a lower churn rate, with 1,425 out of 7,056 customers exiting.

Total Customers by Credit Card

3K
(29.44%)

Credit Card
● Yes
● No

7K (70.56%)

7. Card Type:

- o   DIAMOND: Moderate churn rate (546 out of 2,507 customers).
- o   GOLD: Similar churn rate to DIAMOND (482 out of 2,502 customers).
- o   PLATINUM: Relatively lower churn rate (508 out of 2,495 customers).
- o   SILVER: Similar churn rate to PLATINUM (502 out of 2,496 customers).
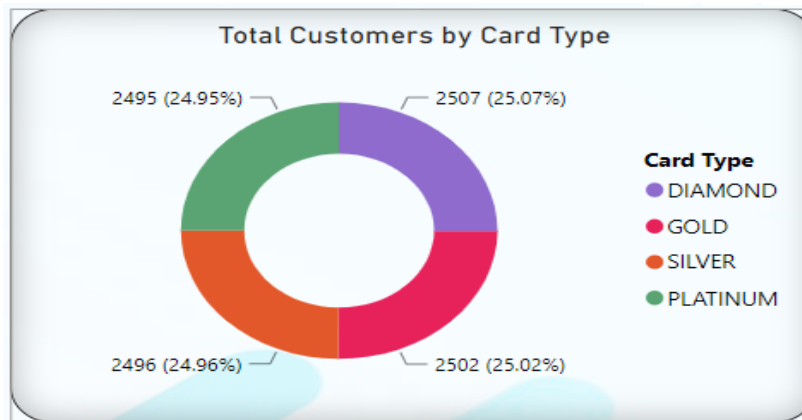
B) RECOMMENDATIONS

Based on these findings, we have developed the following recommendations to mitigate customer churn and drive our business forward:

1. Credit Score-Based Strategies:

  - Focus on customers with credit scores between 600 and 800, as they have the highest churn rate. Implement targeted retention campaigns and personalized offers to increase loyalty among this segment.

  - Provide credit-building resources and incentives for customers with credit scores below 400 to improve their financial standing and reduce churn.

2. Regional Approach:

  - Pay special attention to customers in Germany, France, and Spain, as they exhibit varying churn rates. Develop region-specific strategies to address the unique challenges and preferences of each market.

3. Gender-Based Strategies:

  - Analyze the factors contributing to the higher churn rate among female customers. Implement initiatives such as personalized communication, exclusive offers, and improved customer service to enhance loyalty and reduce churn.

4. Age-Specific Initiatives:

   - Develop targeted retention programs for customers between the ages of 30 and 40, as they have the highest churn rate. Offer tailored products, loyalty rewards, and personalized experiences to strengthen their loyalty.

5. Credit Card Utilization:

   - Encourage customers without a credit card to consider obtaining one, as they have a higher churn rate. Highlight the benefits, convenience, and exclusive offers associated with credit card usage to increase customer retention.

6. Card Type Optimization:

   - Monitor and analyze the performance of different card types. Identify the factors contributing to the higher churn rates for DIAMOND and GOLD cardholders and implement strategies to improve customer satisfaction and loyalty.

It is recommended to conduct further analysis on customer preferences, feedback, and competitor analysis to refine the strategies and ensure their effective implementation.

We appreciate your support and trust in our efforts to reduce customer churn and drive business growth. Should you have any further questions or require additional information, please feel free to reach out to us. We look forward to discussing the report and our proposed strategies in more detail.