Churn Analysis Dashboard

Churn Status

| Churned | Not Churned |

20.37%
Churn Rate

2037
lost customers

10000
customers

customers by Gender
Gend... ● Male ● Female

5K (45.43%)
5K (54.57%)
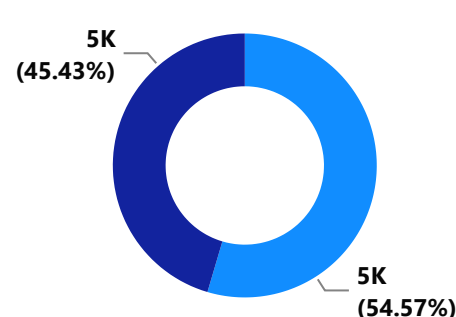
customers by Active Member
Activ... ● Active ● Inactive

5K (48.49%)
5K (51.51%)
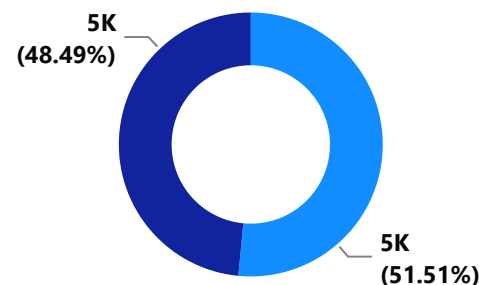
customers by Credit Card Holder
Credi... ● Owns ● Not Owns

3K (29.45%)
7K (70.55%)
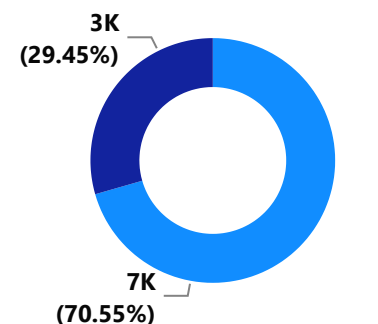
customers by Churn Status
Chur... ● Not Churned ● Churned

2K (20.37%)
8K (79.63%)
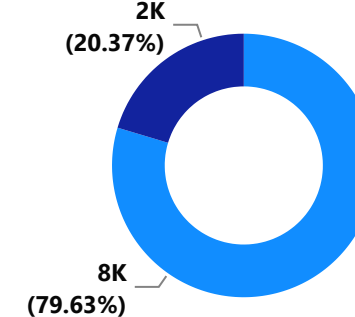
customers by Country
Coun... ● France ● Germany ● Spain

2K (24.77%)
3K (25.09%)
5K (50.14%)
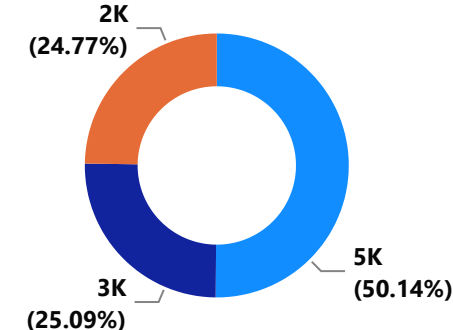
customers and Churn Rate by Age Group
● customers ● Churn Rate

4.5K
1.9K
2.3K
0.8K
56.21%
7.56%
8.27%
0.0K

Age Group: < 20, > 70, 20 31 -..., 31 -..., 41 -..., 51 -..., 61 -...
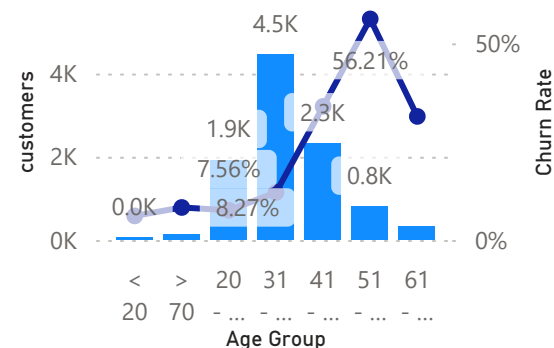
customers and Churn Rate by Credit Score Group
● customers ● Churn Rate

100.00%
3.8K
2.4K
2.5K
0.6K
21.17%
21.31%
19.91%
19.72%
0.0K

Credit Score Group: <= 400, > 800, 401 -..., 501 -..., 601 -..., 701 -...
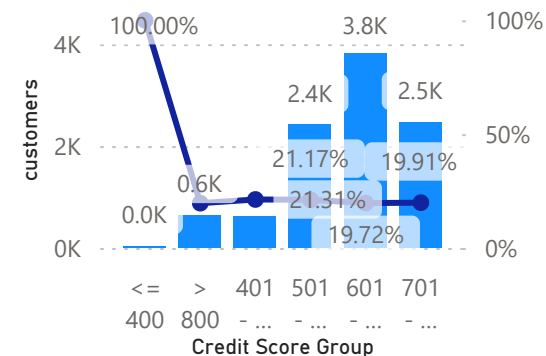
lost customers by Country and Gender
Gender ● Female ● Male

448
366
460
350
251
182

Country: Germany, France, Spain
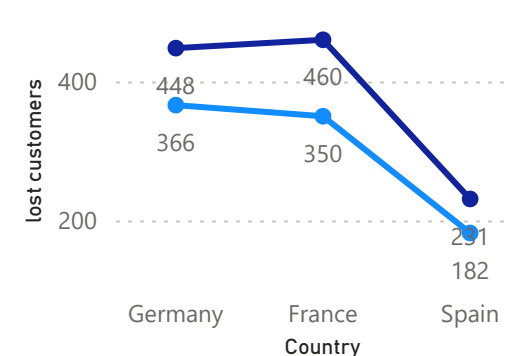
customers by Product Name

5.1K
4.6K
0.3K
0.1K

Product Name: Prod1, Prod2, Prod3, Prod4