



LAWAL'S BANK CUSTOMER CHURN ANALYSIS

Welcome to this presentation! Kindly scroll down the page to see a breakdown in key findings on our customer behaviors in the past few years and, recommendations that are sure to help stakeholders make informed decisions to move the **LAWAL'S BANK** forward!

The Customer Churn Summary

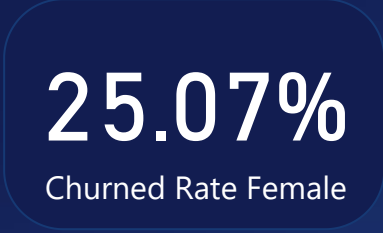
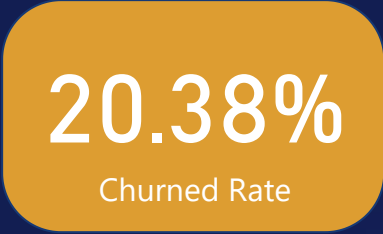
In the heartbeat of Lawal's Bank survival, retaining customers is the rhythm that will definitely sustains our business success. The old wisdom holds true: '***It costs more to find new customers than to cherish existing ones.***' Enter our churn analysis dashboard—a strategic lens into understanding, predicting, and conquering customer attrition. Because in the symphony of business success, retaining loyal customers plays the sweetest melody.



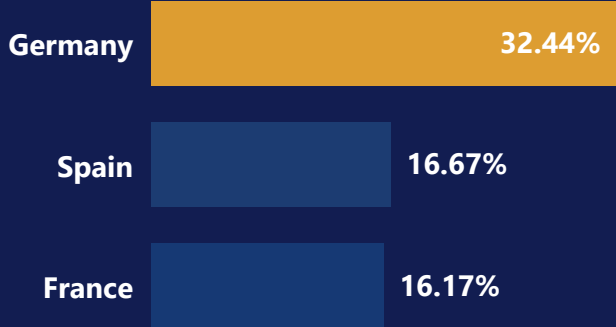
Customer Demographics



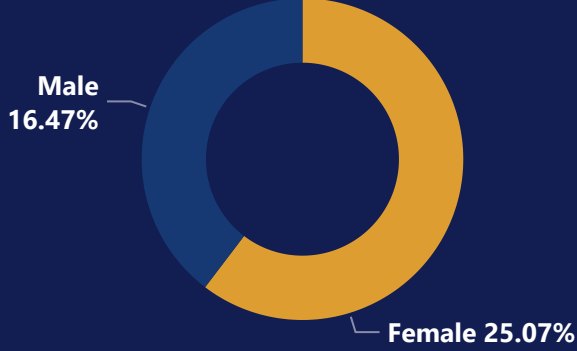
The female customers have a higher churned rate of 25% and we have higher churned rate in Germany which is around 32%.



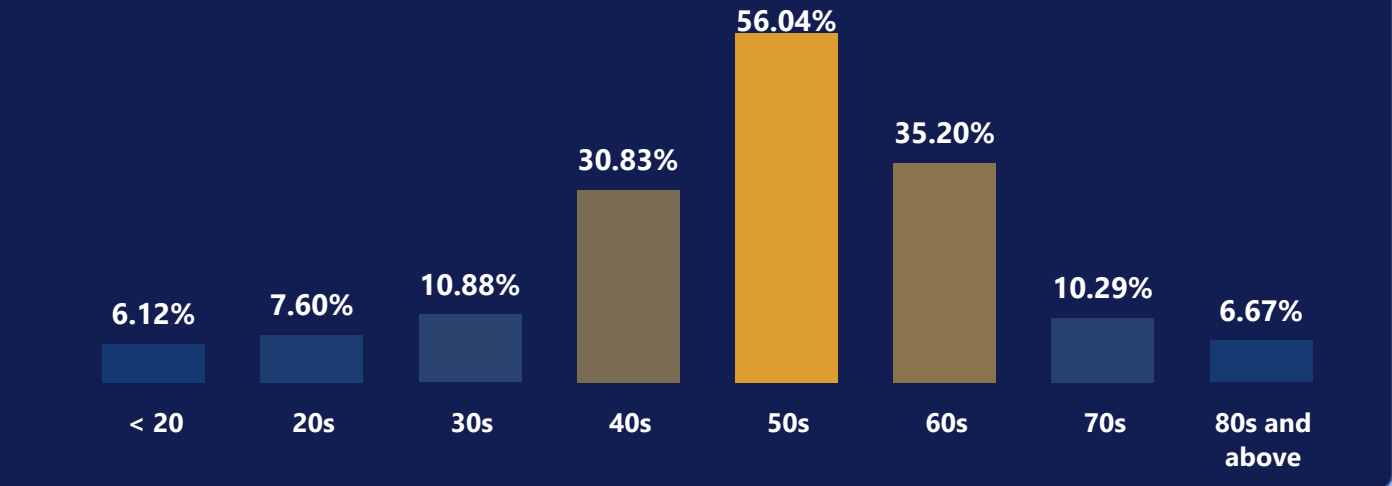
Churned Rate by Country



Churned Rate by Gender



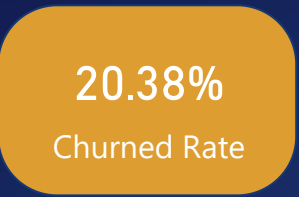
Churned Rate by Age



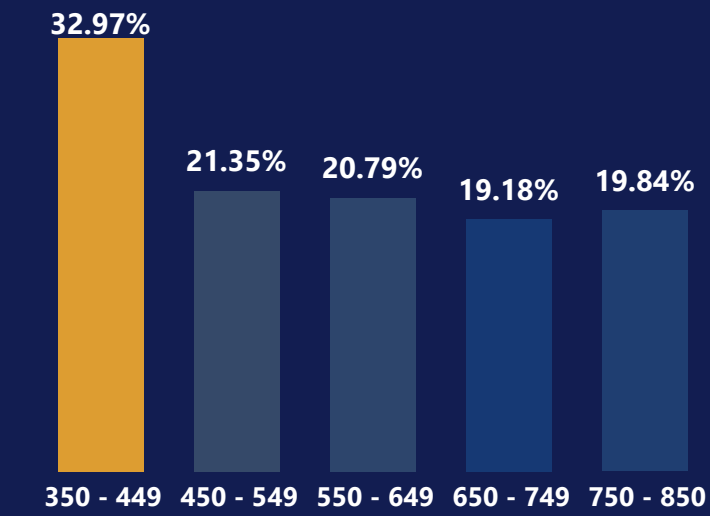
Customer Churn Analysis



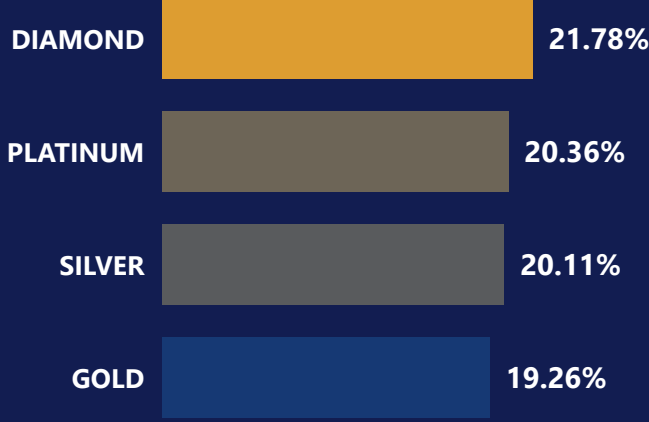
It is shown that new customers tends to churn more than our old customers and our inactive customer has the higher rate to churn our bank.



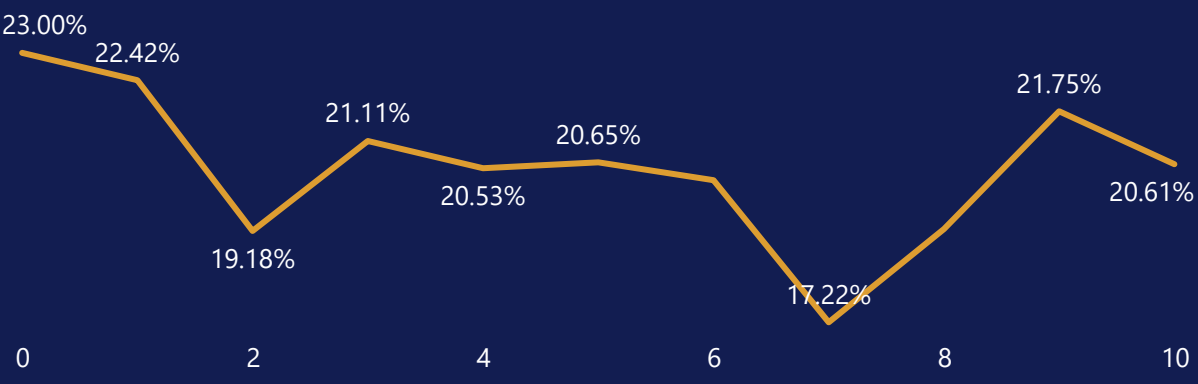
Churned Rate by CreditScore



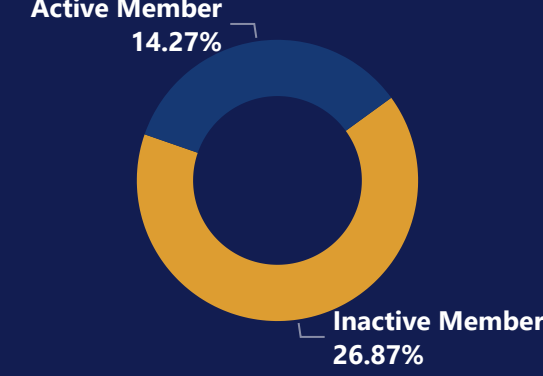
Churned Rate by Card Type



Churned Rate by Tenure



Churned Rate by Active/Inactive



Recommendations



In navigating the landscape of customer retention, our analysis highlights key orchestrations for enhancement. Tailor engagement **strategies for various tenures**, with particular attention to onboarding and long-term customer satisfaction. **Energize outreach to inactive customers**, recognizing their lower churn propensity. Fine-tune **card-specific retention initiatives**, focusing on the distinctive characteristics of **Diamond, Platinum, Silver, and Gold cardholders**. Navigate the **credit score spectrum**, ensuring targeted interventions for different **score ranges**. Address the unique challenges and opportunities presented by **customers in their 40s, 50s, and 60s**, adjusting retention approaches accordingly. Consider a **nuanced strategy for gender dynamics** and craft specialized retention efforts for **customers in Germany**, recognizing their higher churn rate. Let this holistic view guide your actions in orchestrating a symphony of customer loyalty.