

Bank Churn Analysis - Detailed Report

Summary

Executive Summary

The dashboard provides a clear snapshot of customer churn dynamics in a bank. Out of 10,000 total customers, 2,040 have churned, resulting in a churn rate of 20.37%. There are 7,960 active customers.

Key Performance Indicator (KPI)

Metric	Value
Total Customers	10,000
Churned Customers	2,040
Active Customers	7,960
Churn Rate	20.37%

Churn by Age Bracket

Age groups:

- Young Professional (4.35K) – Highest customer base, high retention
- Mid Career (2.62K)
- Early Adulthood (1.64K)
- Pre Retirement (1.11K)
- Senior Years (0.28K)

Most churn occurs in Young Professional and Mid Career groups. However, retention is also strong in these brackets due to high volume.

Churn by Tenure Range

Customer segmentation by relationship length:

- Long Term Customers: 511 churned / 1988 retained
- Developing Relationships: 414 churned / 1643 retained
- Established Customers: 412 churned / 1589 retained
- Loyal Customers: 373 churned / 1622 retained
- New Customers: 327 churned / 1121 retained

Retention improves with tenure, indicating longer-term customers are more loyal.

Churn by Country

Churned vs retained by location:

- France: ~800 churned / 4200 retained
- Germany: ~800 churned / 1700 retained
- Spain: ~400 churned / 2100 retained

Germany shows a higher churn rate relative to its base; France has the largest customer volume.

Churn by Product Range

Customer engagement levels:

- Single Service: 5.08K retained / 0.27K churned
- Basic: 4.59K retained / 0.06K churned
- Moderate: 1.4K retained / 0.27K churned
- Highly Engaged: 4.2K retained / 0.06K churned

Higher product engagement correlates with lower churn — especially among highly engaged customers.

Customer Gender Distribution

Male: 5,457 (≈54.6%)

Female: 4,543 (≈45.4%)

Gender distribution is relatively balanced, with slightly more male customers.