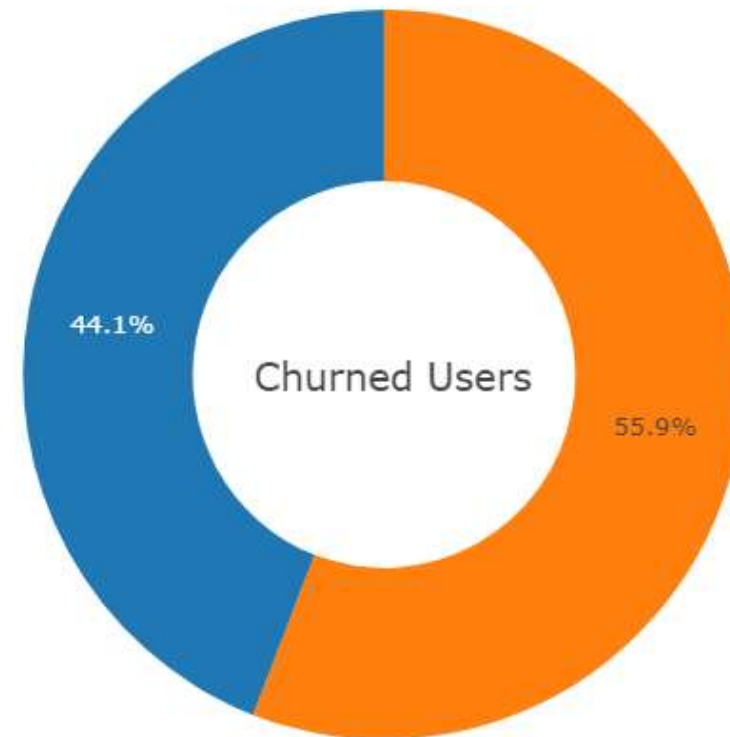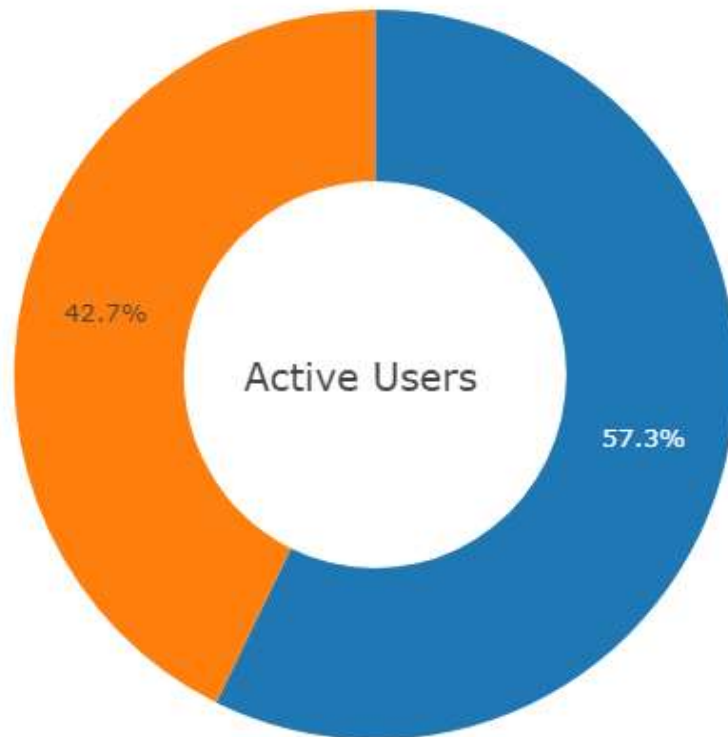# Customer Churn Analysis

By Martin Mwiti Mbae

Active VS Churned

60% of our churned customers are female, this is not necessarily a bad thing because females constitute 57% of our current customer business.
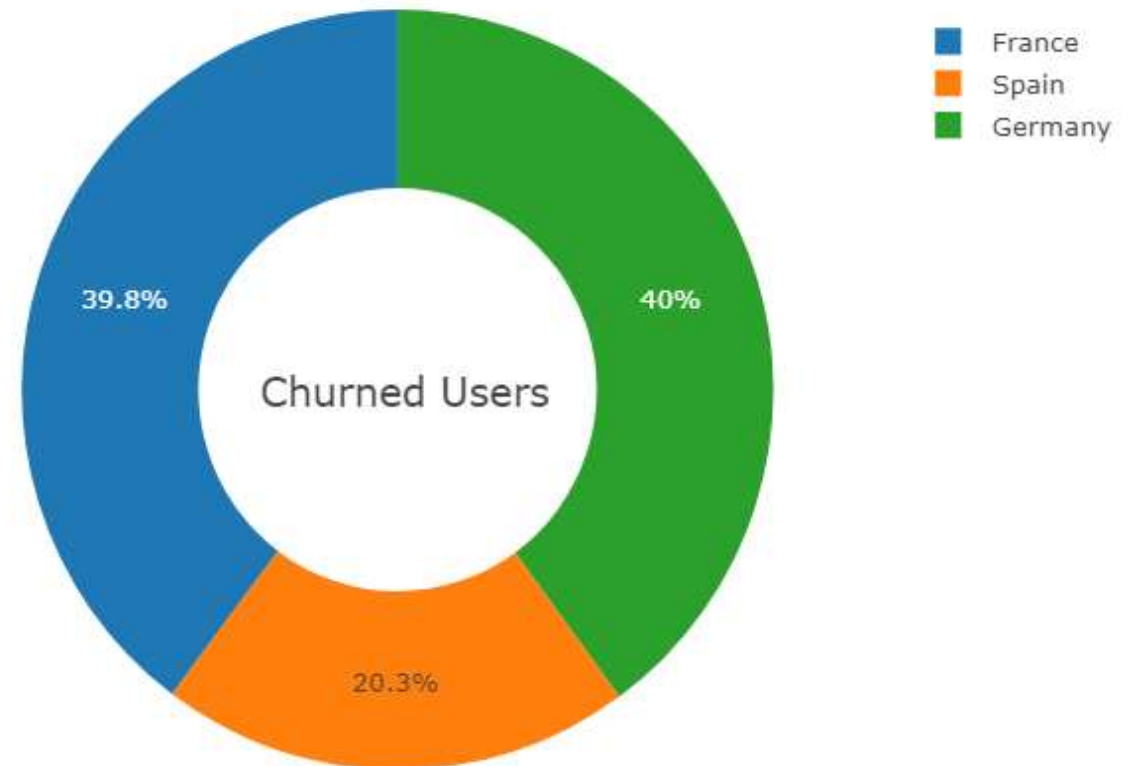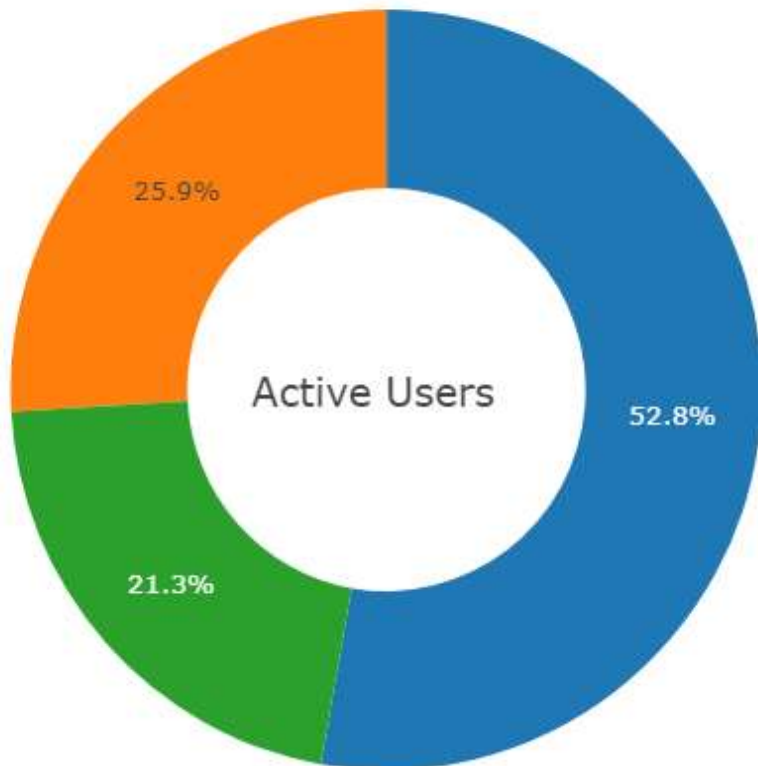

Gender proportion for Active and Churned users

Active VS Churned

40% of our churned customers comes from France, currently France constitute 53% of active users. Germany constitute 40% of churned users. This is not a good thing because they now constitute the lowest percentage of active users.

Geographical stats for Active and Churned users

Number of Products stats(Active vs Churned)

By offering one or two products, we retain more customers compared to those who churn. If we offer more than two products, we face more churned than active customers.
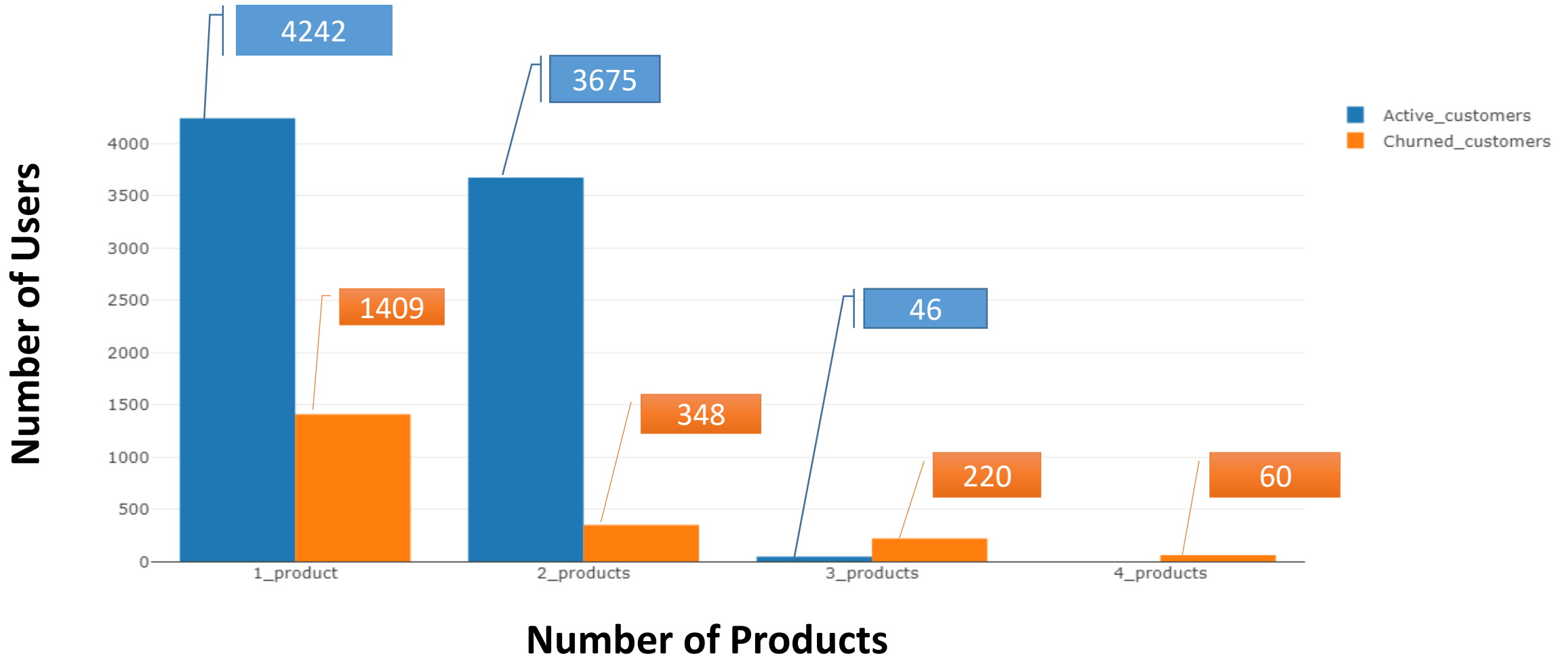
Number of Cards stats(Active vs Churned)

All of our customers have at least one card. One card constitutes the majority of customers. This does not mean providing two cards is necessarily bad.
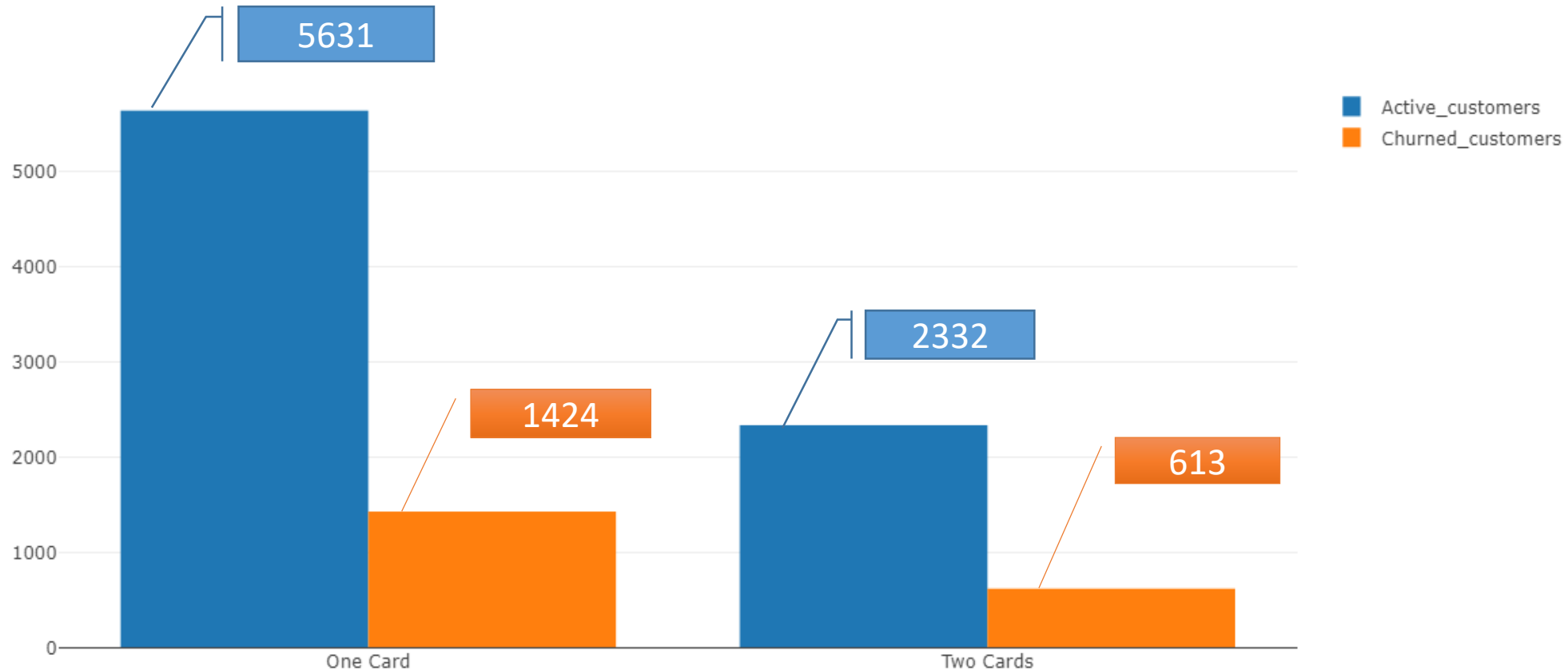
Facts Summary

- Female constitute the largest proportion of both Active and Churned customers.

- Customers with one or two products tends to stay with us longer.

Conclusion

- Although i have performed ML and ANN on this dataset, the data provided is not enough to justify using predictive modeling. I would need customer behavior over time such as:

    1. Where were they before joining the bank?

    2. When did they join us?

- We could extract features and throw it into an ML or ANN model but since we only have one tuple per customer, building this classier isn't really helpful given this data.