Churn Analysis
Bank Customer Data

10K Customers

Churn Status
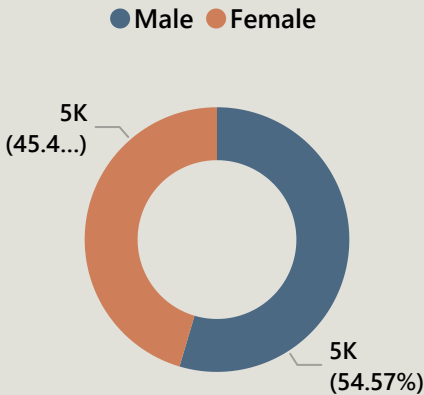All

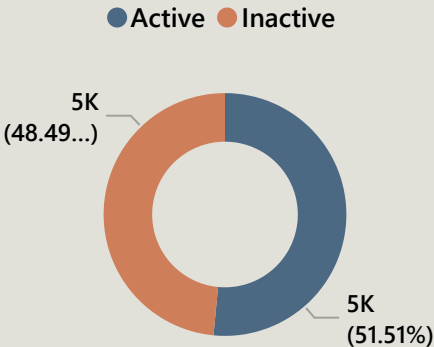15.0%
20.4%
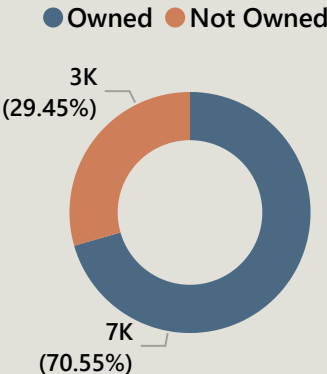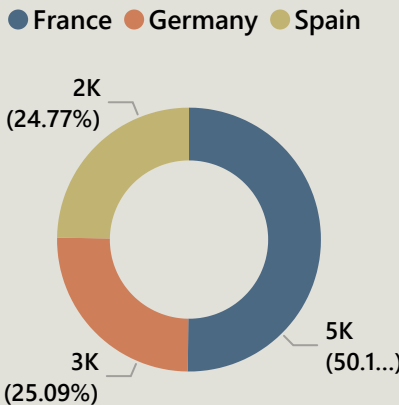0.0%   100.0%

Customers by Gender
● Male ● Female

5K (45.4…)
5K (54.57%)

Customers by Activity Status
● Active ● Inactive

5K (48.49…)
5K (51.51%)

Customers by Credit Card Status
● Owned ● Not Owned

3K (29.45%)
7K (70.55%)

Customers by Country
● France ● Germany ● Spain

2K (24.77%)
3K (25.09%)
5K (50.1…)

Customers by Products
● prod 1 ● prod 2 ● prod 3

0K (2.66%)   0K (0.60%)
5K (45.…)
5K (50.84%)
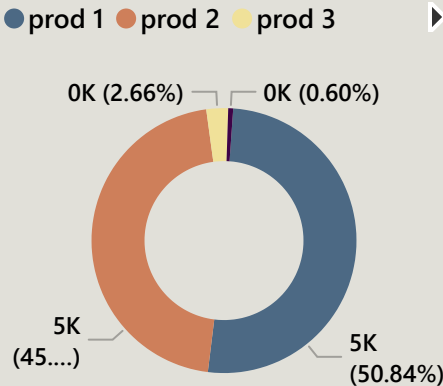
Customers and Churn Rate by Age Groups
● Customers ● Churn Rate

Customers / Churn Rate
100%
50%
0%

Age Groups: < 20, 21 - 30, 31 - 40, 41 - 50, 51 - 60, 61 - 70, > 71
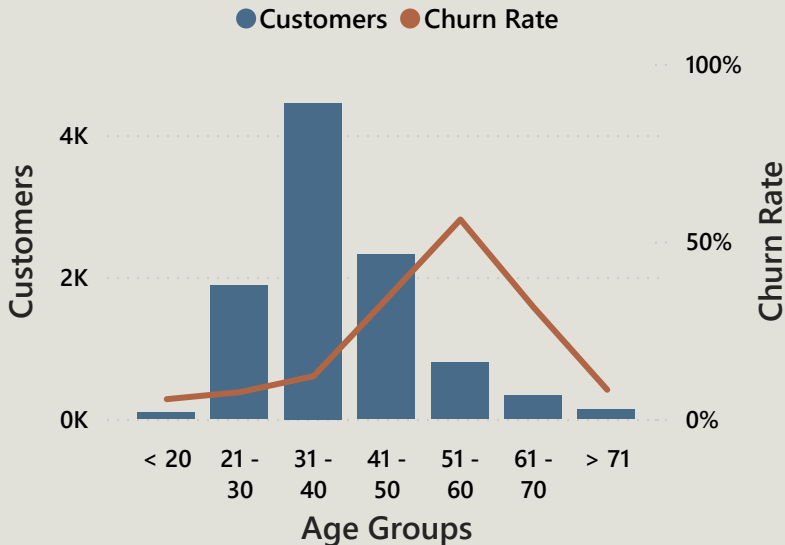
Customers and Churn Rate by Credit Scores
● Customers ● Churn Rate

Customers: 4K, 3K, 2K, 1K, 0K
Churn Rate: 100%, 50%, 0%

Credit Scores: <= 400, 401 - 500, 501 - 600, 601 - 700, 701 - 800, >= 801
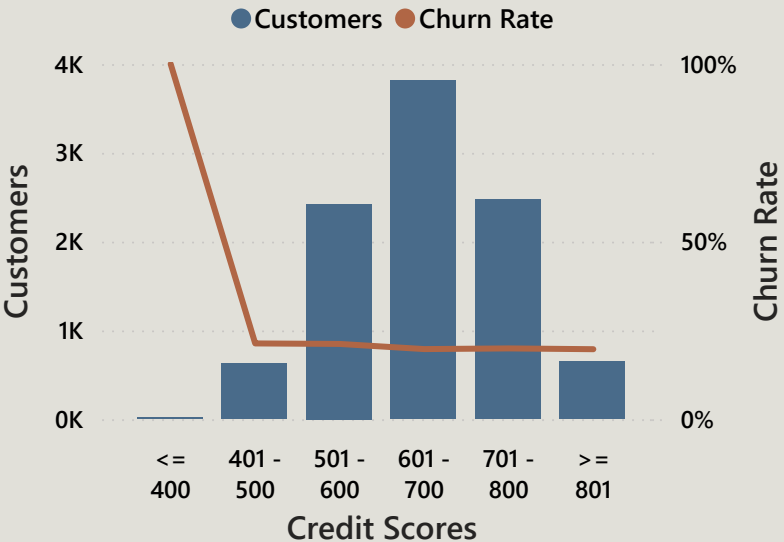
Customers and Churn Rate by Account Balance
● Customers ● Churn Rate

Customers: 4K, 2K, 0K
Churn Rate: 100%, 50%, 0%

Account Balance: 0, 1k - 10k, 10k - 100k, 100k - 200k, > 200k