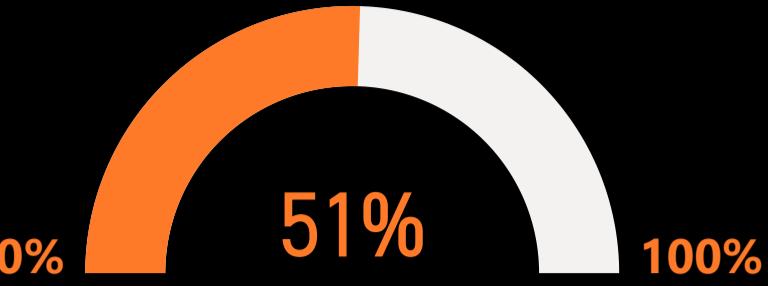




Total Customers

**4843**

Active Membership



Average Tenure

**5.1**

Overview

Churn Analysis

ProductCat

Low Engagement

Country

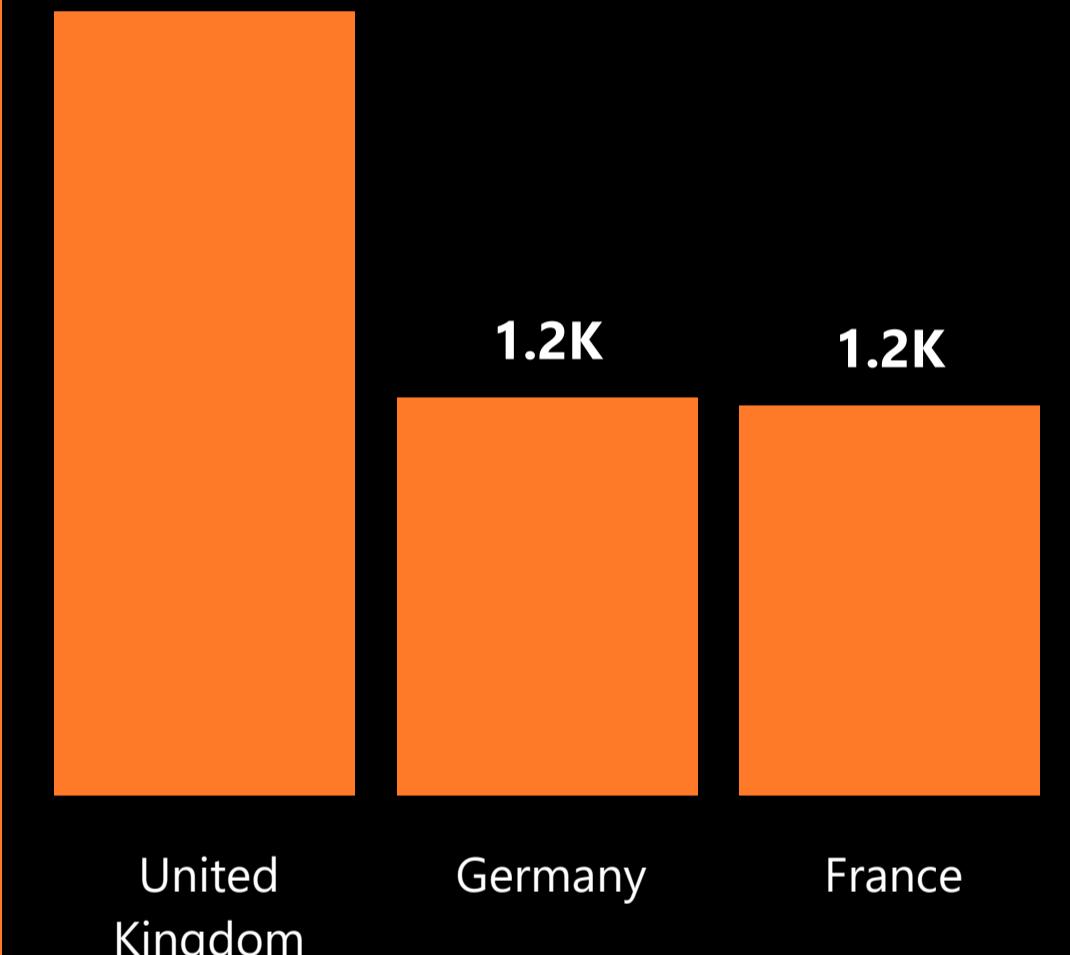
All

ActiveStatus

All



Customers | Country

**2.4K**

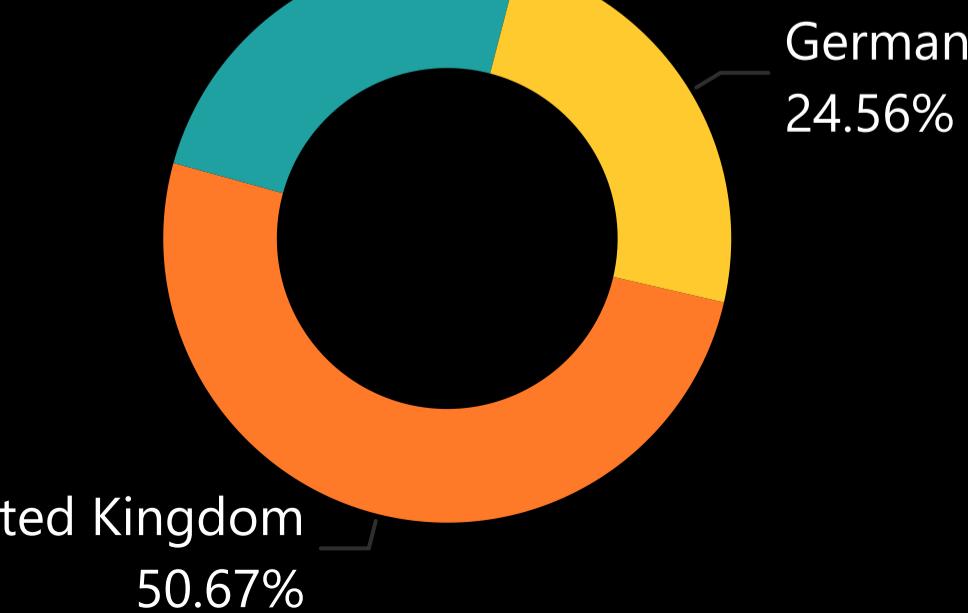
Balance | Customer

**2.62K****1.24K****0.91K****0.06K****0.02K**

0 - 30,000 50,001 - 80,000 30,001 - 50,000 80,001 - 100,000 100,001+

Credit Card | Country

France 24.76%



Age Group | Tenure

**1782****1745****1025****252****39**

36 - 45

18 - 35

46 - 55

56 - 65

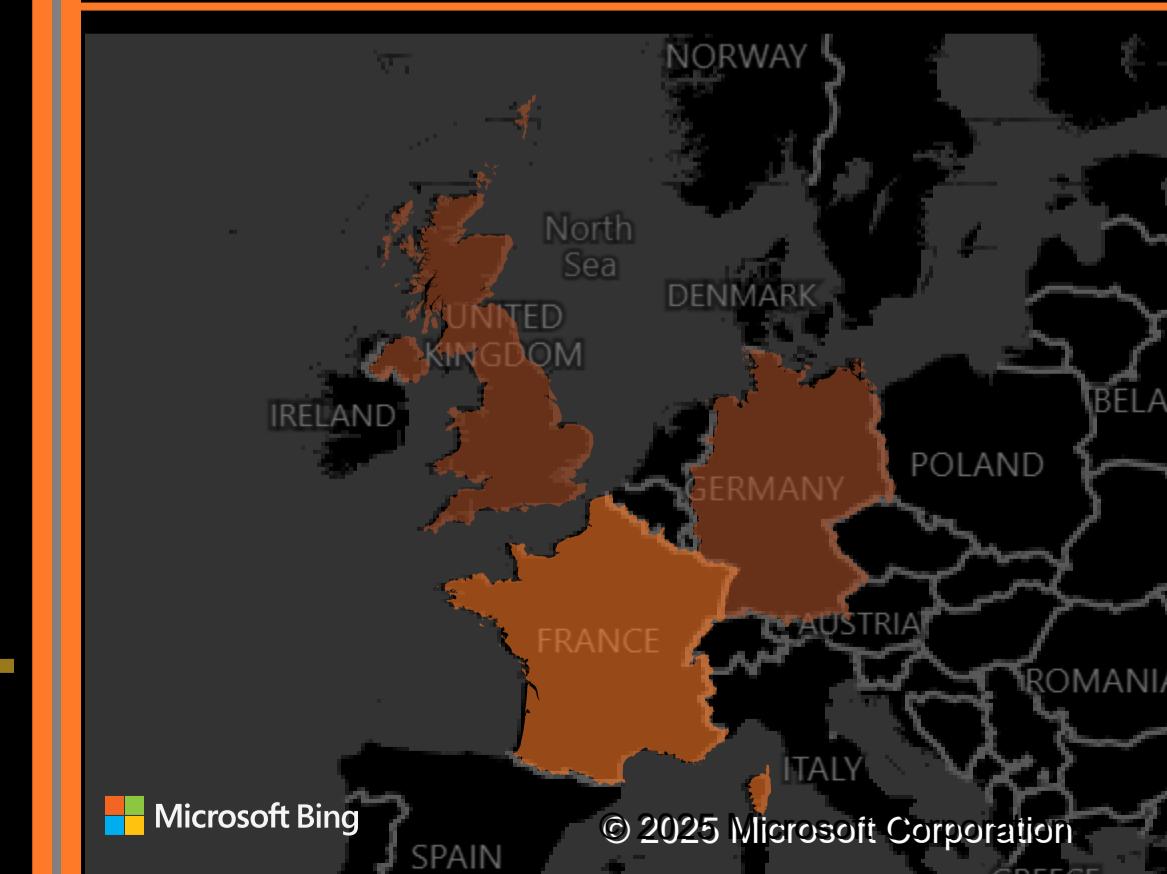
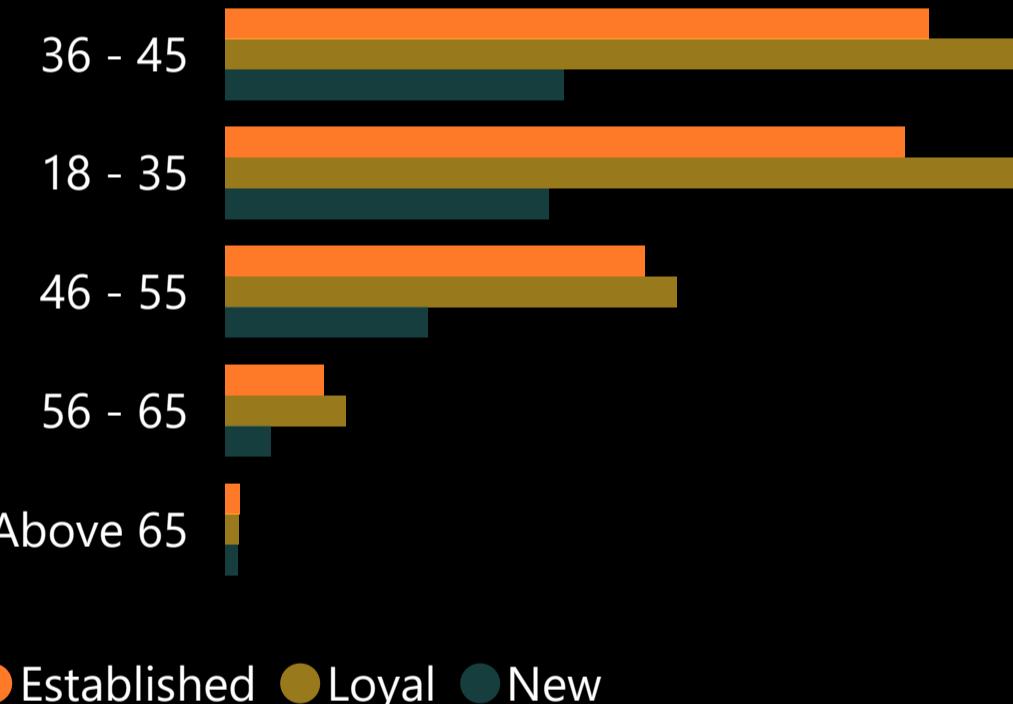
Above 65

Low Engagement

Distribution | Gender

Female  
43.34%Male  
56.66%

Product Engagement | Age Group





Overview

Churn Analysis

ProductCat

Low Engagement ▾

ChurnStatus

All ▾

Country

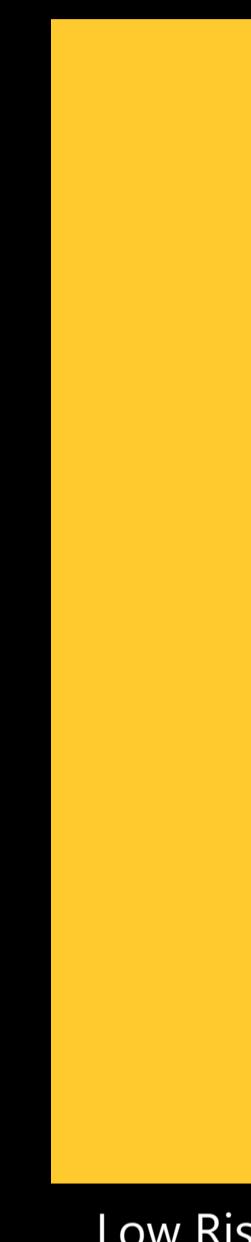
All ▾



## Churn Risk | Tenure

● Low Engagement

1907



1443

1165

328

Low Risk

Elevated Risk

Medium Risk

High Risk

## Churn Rate

14%

## Average Balance

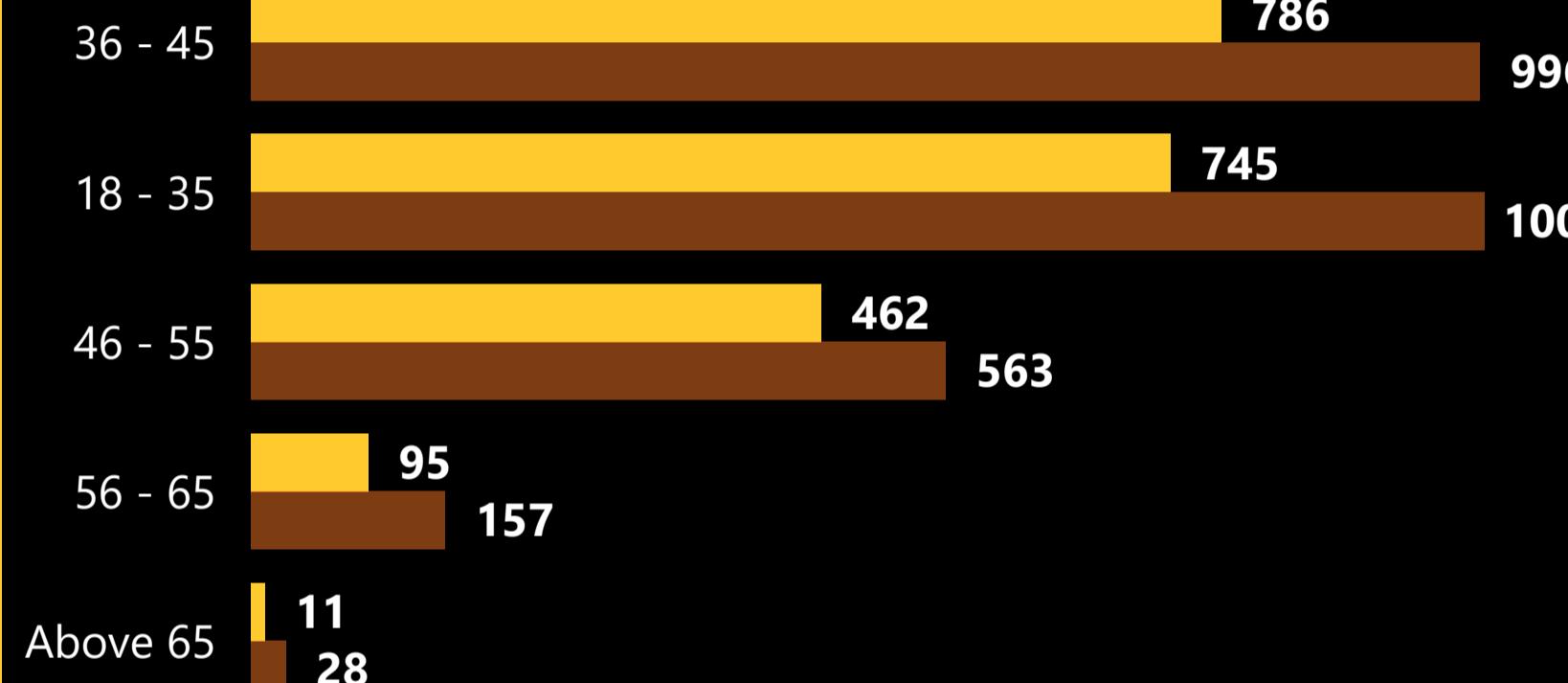
27.20K

## Minimum Credit Score

350

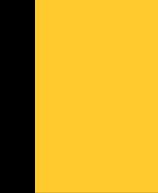
## Risk of Churn | Gender

● Female ● Male



## Churn Risk | Country

352



Elevated Risk

88



High Risk

472



Low Risk

289



Medium Risk

348



Elevated Risk

76



High Risk

490



Low Risk

312



Medium Risk

743



Elevated Risk

164



High Risk

945



Low Risk

564



Medium Risk

France

Germany

United Kingdom

## Churned Status

Churned 13.83%

Not Churned 86.17%

