CHURN ANALYSIS

BANK CUSTOMER DATA

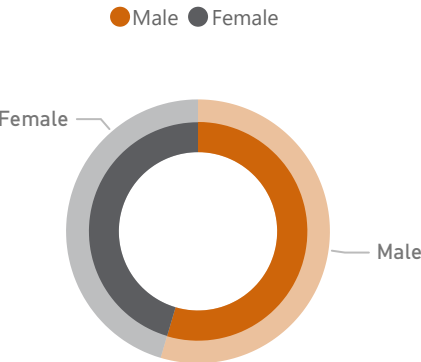**5084** Customers
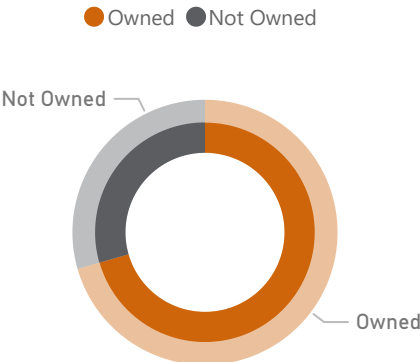
27.7%

0.0%   100.0%
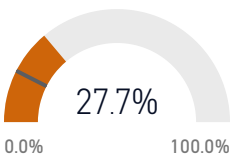
Churn Status

All

Customers by Gender
● Male ● Female

Female

Male

Customers by Credit Card Status
● Owned ● Not Owned

Not Owned

Owned

Customers by Country
● France ● Germany ● Spain

Spain

Germany   France
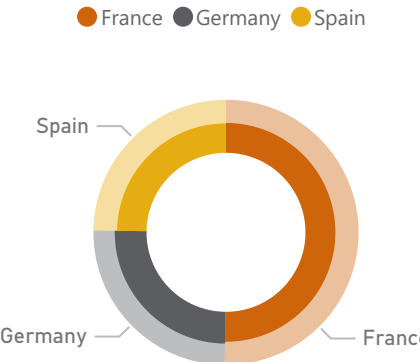
Customers by Activity Status
● Active ● Inactive

Inactive

Active

Customers by Products
● Prod1 ● Prod2 ● Prod3 ● Prod4

Prod3

Prod2   Prod1
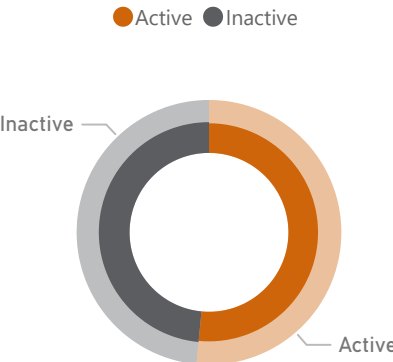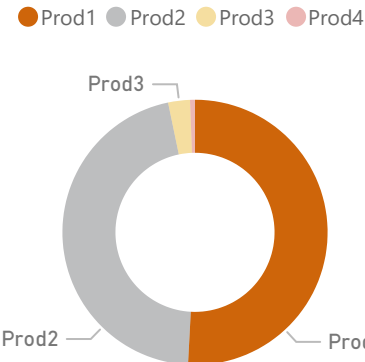
Customers and Churn Rate by Age Groups
● Customers ● Churn Rate

2K

1K

0K

<20 21-30 31-40 41-50 51-60 61-70 >71

100%

50%

0%
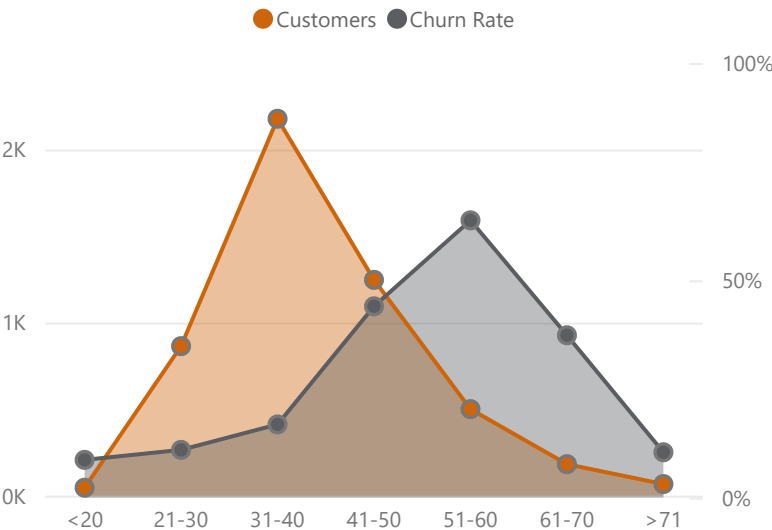
Customers and Churn Rate by Credit Scores
● Customers ● Churn Rate

2000

1500

1000

500

0

<=400 401-500 501-600 601-700 701-800 >=801

100%

50%

0%
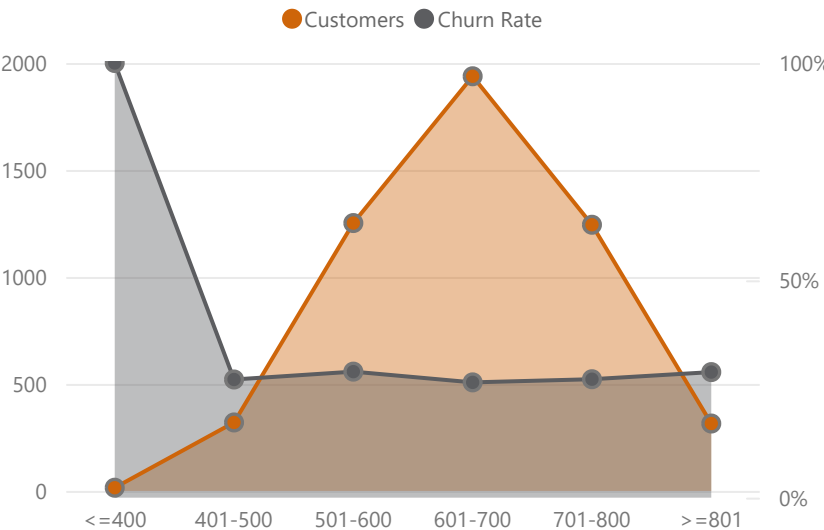
Customers and Churn Rate by Acct Balance
● Customers ● Churn Rate

3K

2K

1K

0K

>200k 0 100k-200k 10k-100k

100%

50%

0%