CUSTOMER CHURN ANALYSIS

Total_Customer
10K

Retained_Customers
8K | 79.6%

Churned_Customers
2K | 20.4%

Churned Customer by Gender

● Female ● Male

899 (44%)
1139 (56%)
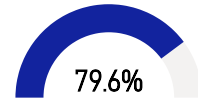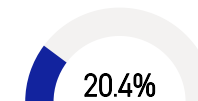
Customer by Products

● Retained ● Churned

Product	Retained	Churned
1	3675	1409
2	4242	349
3	46	220
4		60
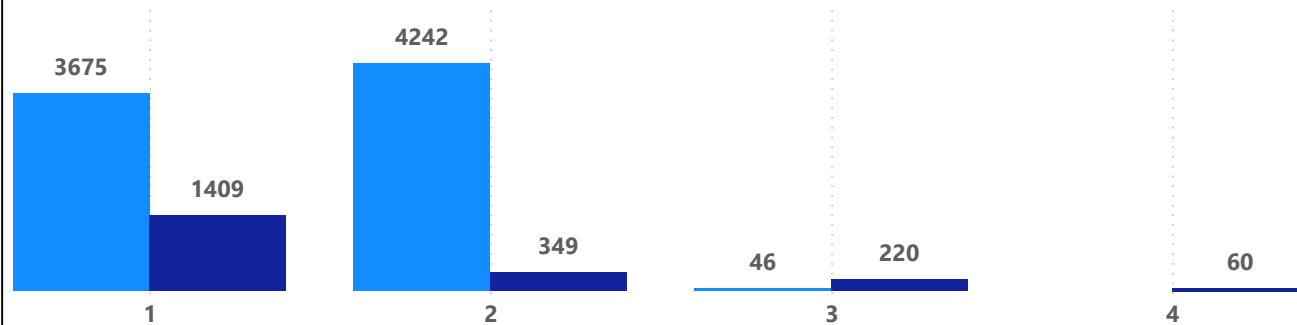
Total Customer by Gender

● Male ● Female

4543 (45%)
5458 (55%)
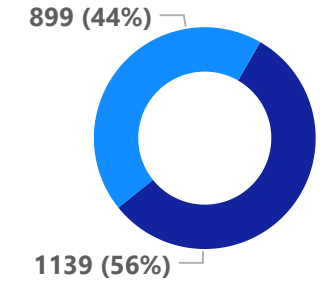
Retained Customer by Gender

● Male ● Female

3404 (43%)
4559 (57%)
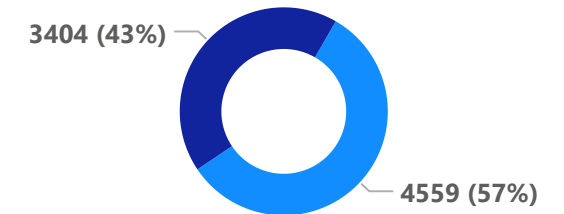
Customer by Tenure

● Retained ● Churned

Tenure	Retained	Churned
0-1 years	1121	327
1-3 years	1643	415
3-5 years	1589	412
5+ years	3610	884
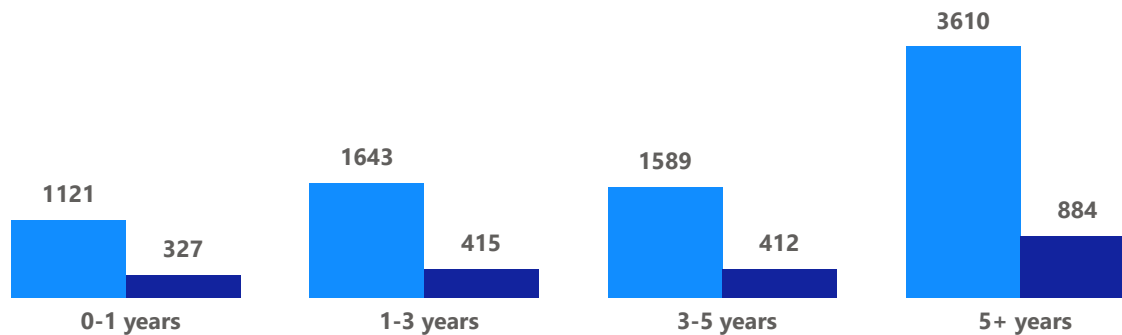
Age	Customer	Retained	Retained %	Churned	Churned %
<=20	89	84	94.4%	5	5.6%
21-30	1878	1735	92.4%	143	7.6%
31-40	4452	3914	87.9%	538	12.1%
41-50	2321	1532	66.0%	789	34.0%
51-60	797	349	43.8%	448	56.2%
61-70	331	227	68.6%	104	31.4%
>70	133	122	91.7%	11	8.3%

Quick measure

Customer by Age

● Retained ● Churned

Age	Retained	Churned
<=20	84	5
21-30	1735	143
31-40	3914	538
41-50	1532	789
51-60	349	448
61-70	227	104
>70	122	11
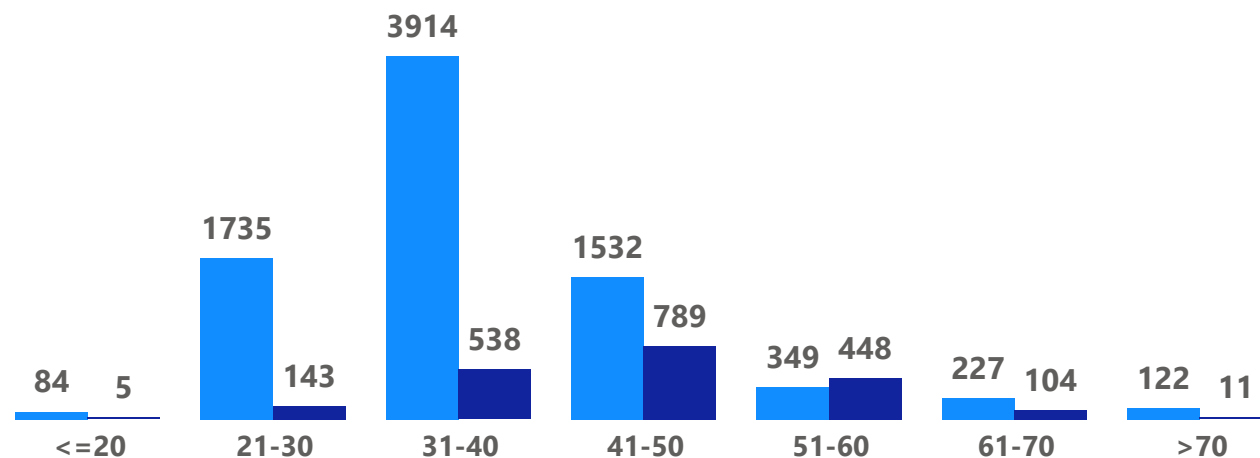
Customer by Geography

● Retained ● Churned

Geography	Retained	Churned
France	4204	810
Spain	2064	413
Germany	1695	815
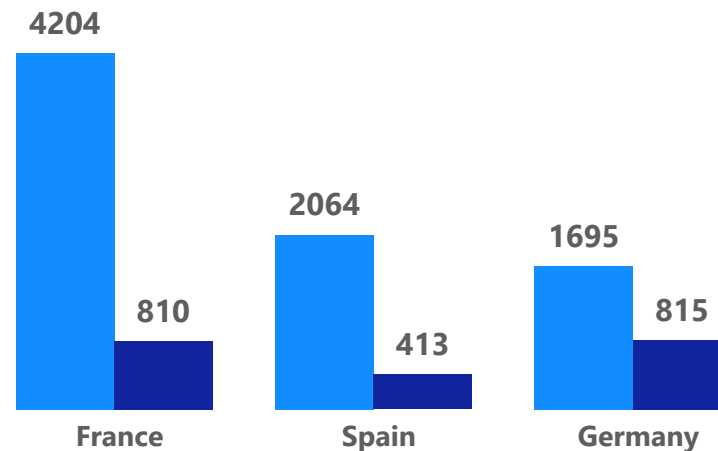
Customer by Creditscore

● Retained ● Churned

Creditscore	Retained	Churned
<=400		19
401-500	491	133
501-600	1910	513
601-700	3065	753
701-800	1979	493
>800	518	127
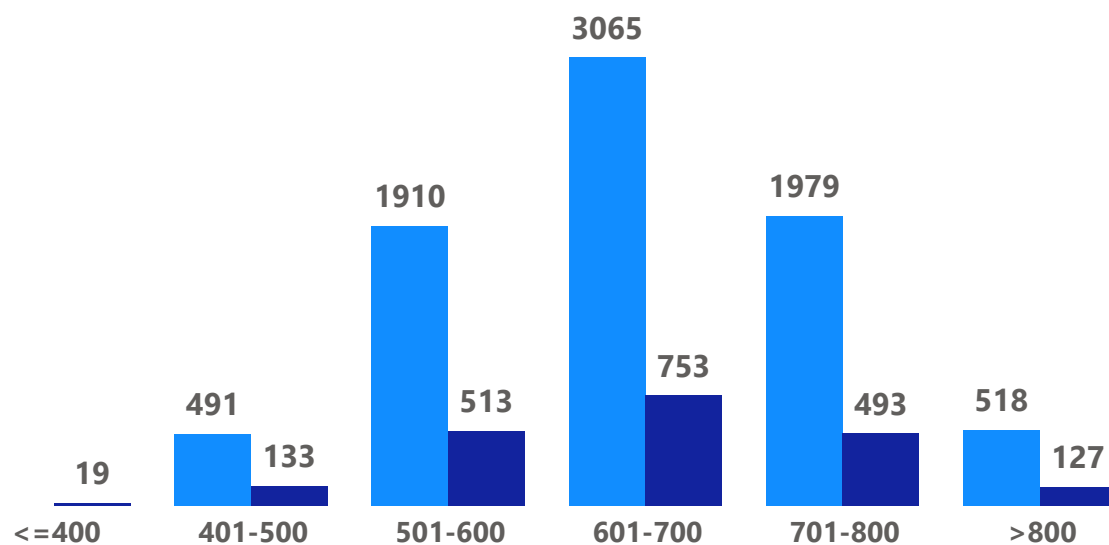
Customer by Balance

● Retained ● Churned

Balance	Retained	Churned
0	3117	500
1k-10k		1
10k-100k	1258	326
100k-200k	3573	1192
>200k	15	19