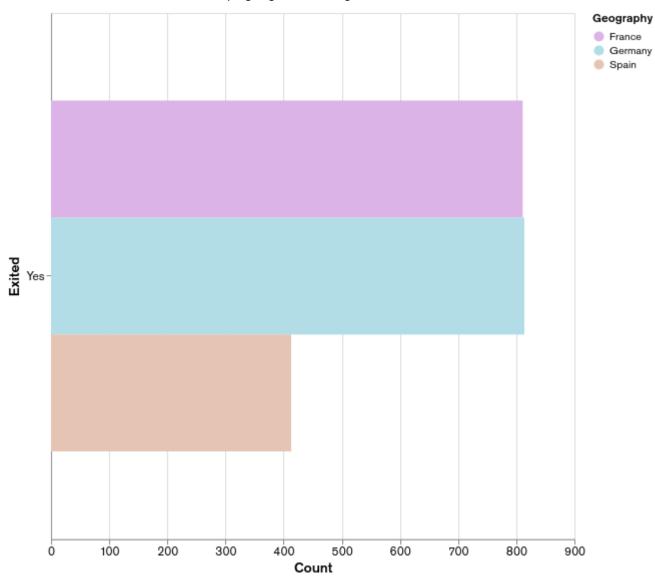
Project 1 1 of 11

# **Project 1**

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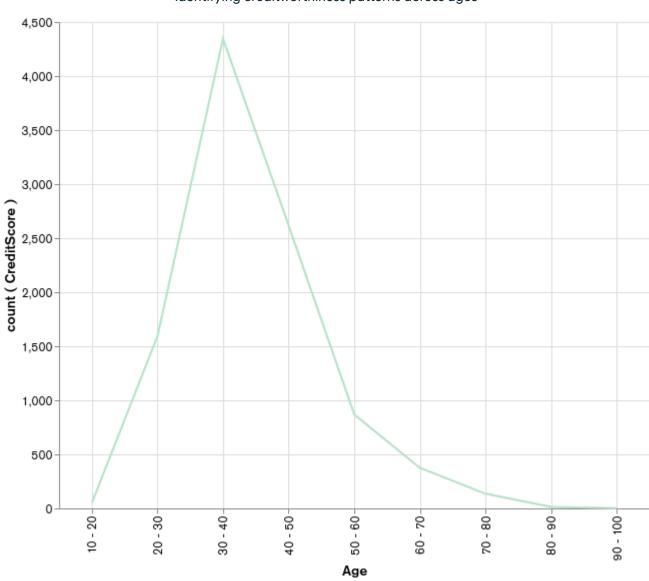
## Churn Rate by Geography

Identifying regions with higher customer churn.

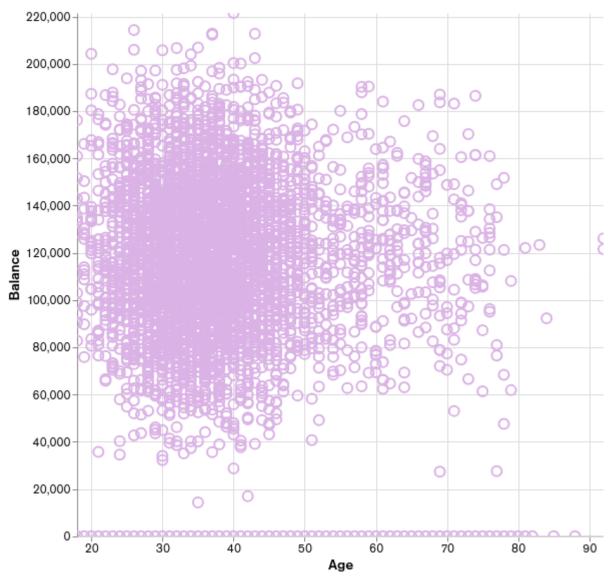


### Credit Score Distribution across Age

Identifying creditworthiness patterns across ages



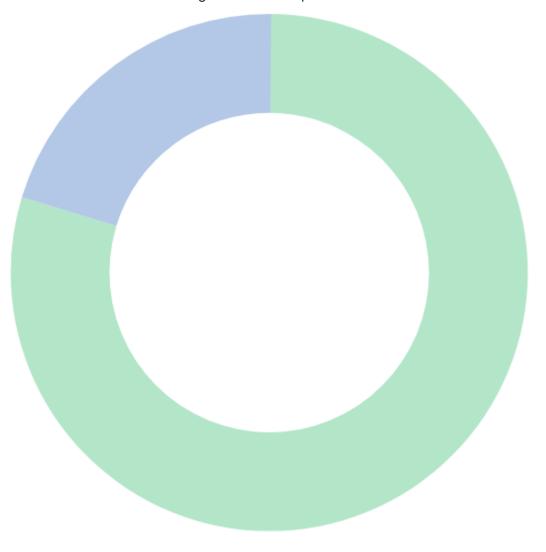
**Balance vs. Age**Identifying whether age impacts savings habits.



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## Complaints vs. Exits

Examining the role of complaints in churn



Exited

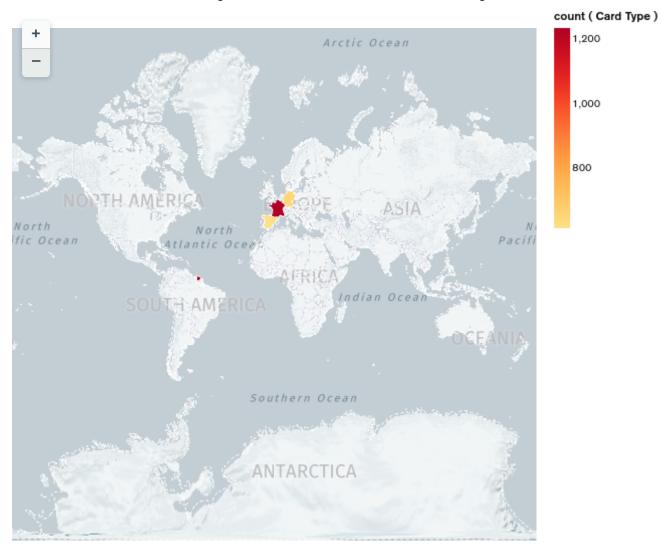


No Yes

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#### Geographical Distribution for GOLD Card Type

Visualizing Gold Card Customer Distribution for 3 Regions



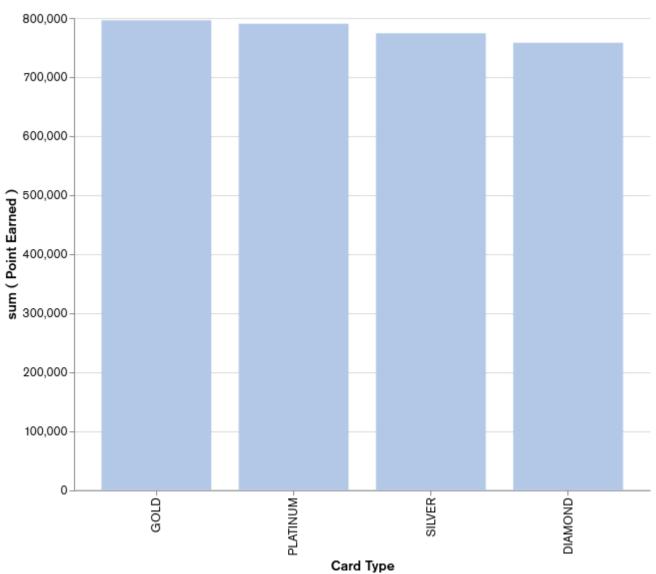
1,200

1,000

800

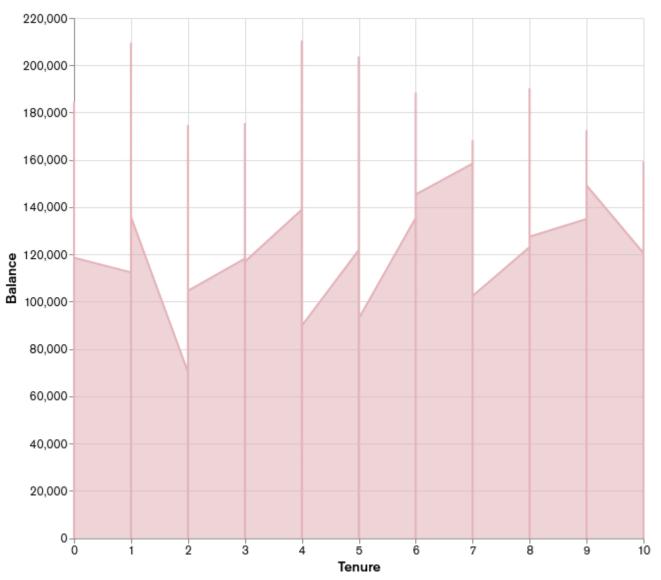
Card Type vs. Points Earned

Comparing loyalty points earned across different card types for active members



Tenure vs. Average Balance

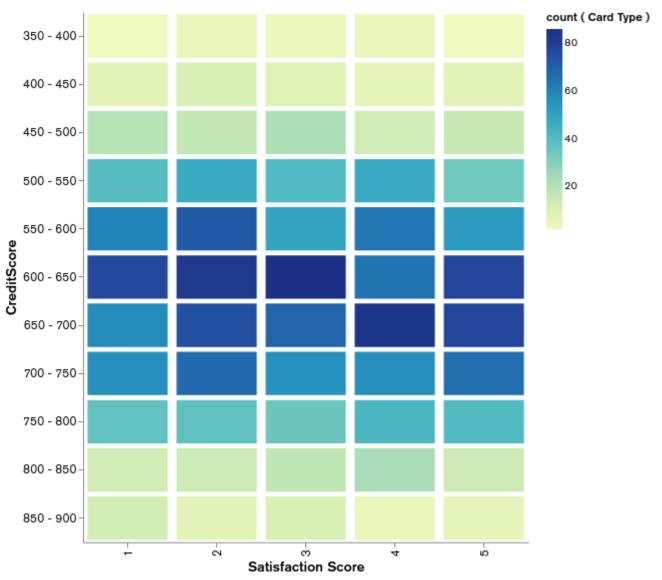
Identifying if customers with longer tenure maintain higher balances



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#### Heatmap of Satisfaction vs. Credit Score by Card Type (Exited Customers)

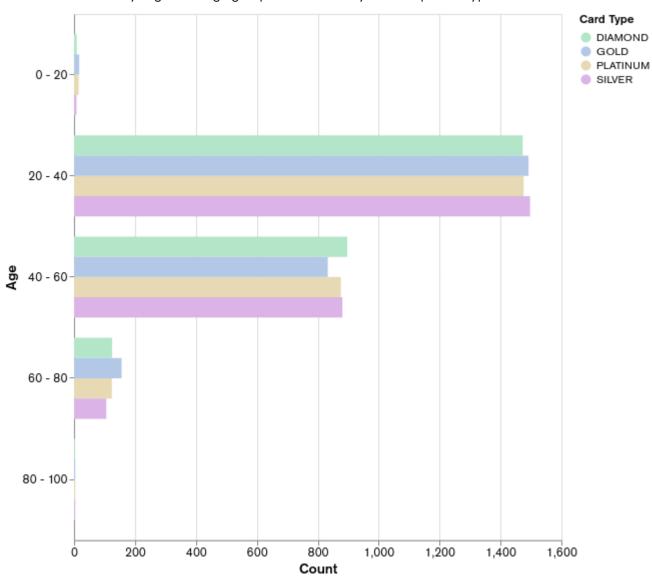
Analyzing the distribution of card types among exited customers based on their satisfaction and credit ...



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#### Distribution of Card Type as per Age

Analyzing which age groups are more likely to hold specific types of cards



#### Geography vs. Satisfaction Score and Points Earned

Comparing the average satisfaction scores and the frequency of points earned across different geogra...

