BANK CUSTOMER CHURN ANALYSIS

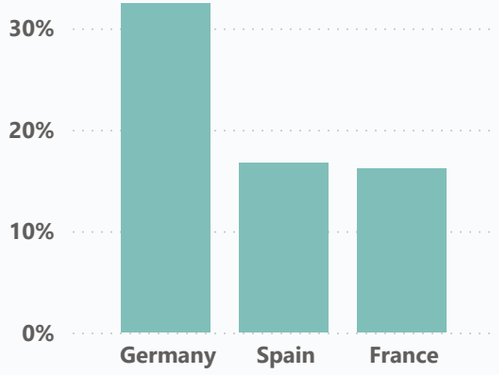
ONIGBAJUMO OLUWASEYI || SEPTEMBER COHORT

COUNTRY
All

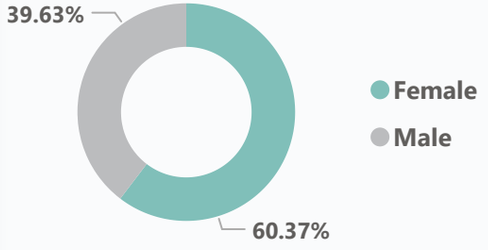
AGE GROUP
All

10K	2037	20.37%	79.63%	76.49K
Total Customer	*Churned Customers*	*Churn Rate %*	*Retention Rate*	*Average Balance*

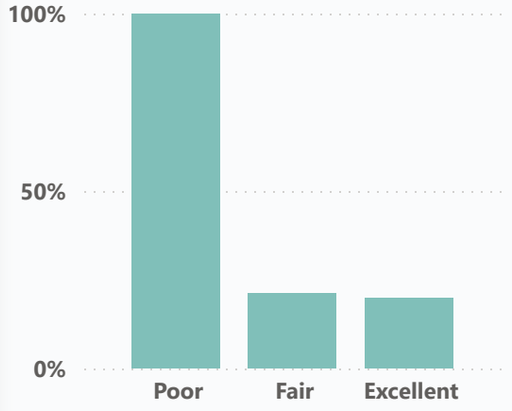
Churn Rate by Country



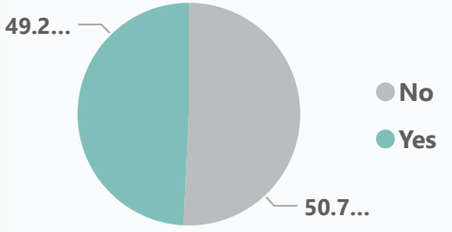
Churn Rate by Gender



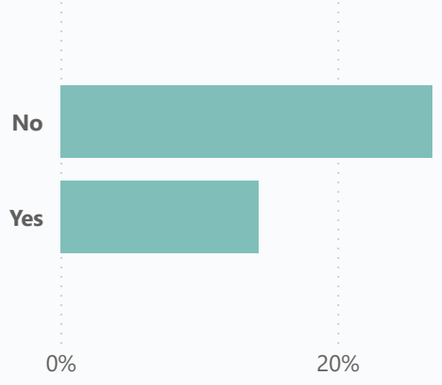
Churn Rate by CreditScore Range



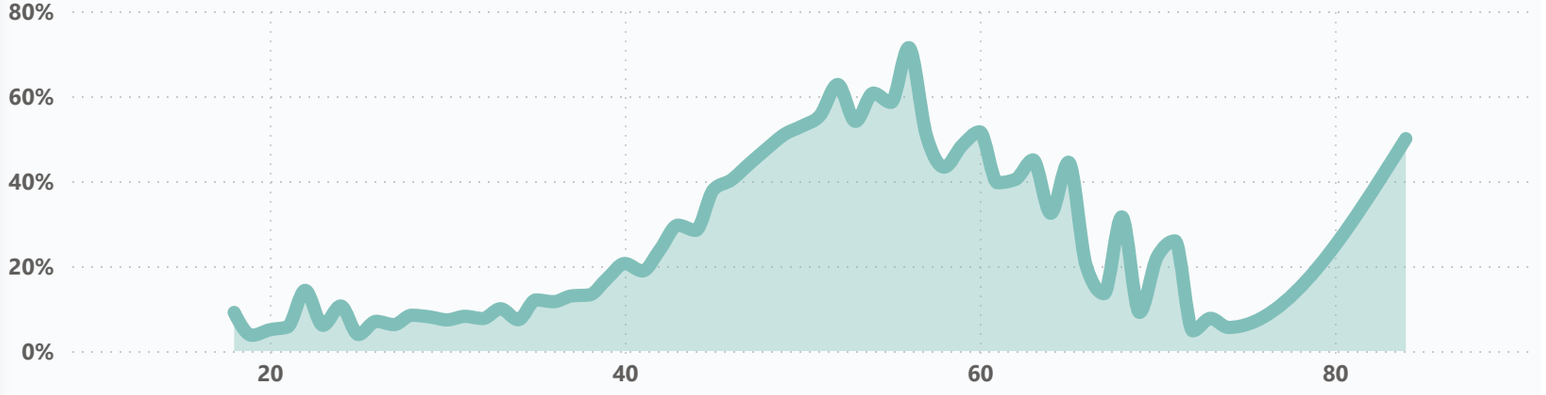
Churn Rate by Credit Status



Churn Rate by Active Member



Churn Rate by Age



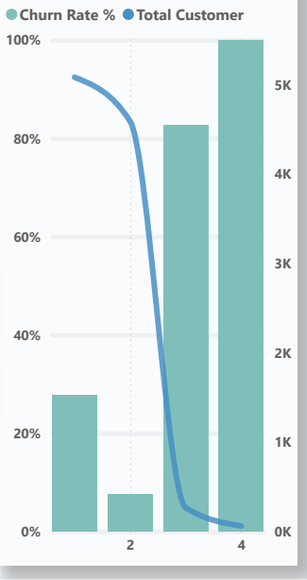
Products

All

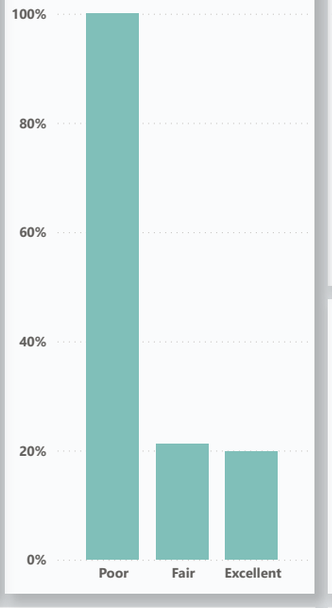
Country

All

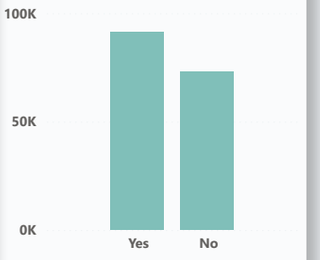
Churn Rate and Total Customer by Product Held



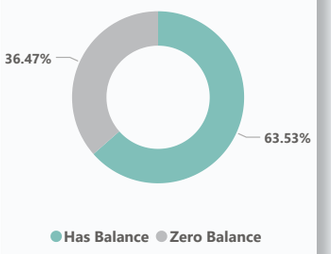
Churn Rate by CreditScore Range



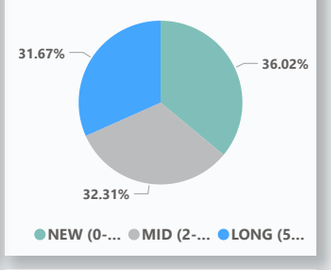
Average Balance by Churned Status



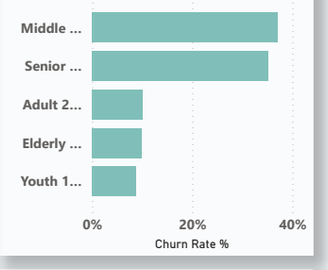
Churn Rate by Balance Status



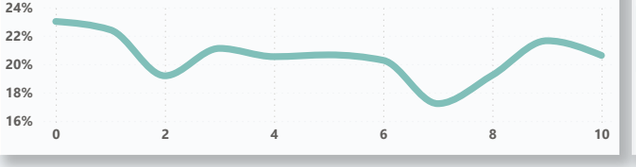
Churn Rate by Tenure Category

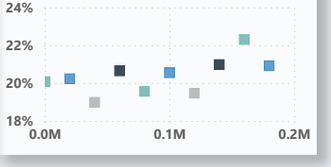


Churn Rate % by Age Group



Churn Rate by Tenure



Geography	Female	Male
France	20.34%	12.71%
Germany	37.55%	27.81%
Spain	21.21%	13.11%

Does Salary Influence Churn?