CHURN ANALYSIS

BANK CUSTOMER DATA

10K Customers

Churn Status
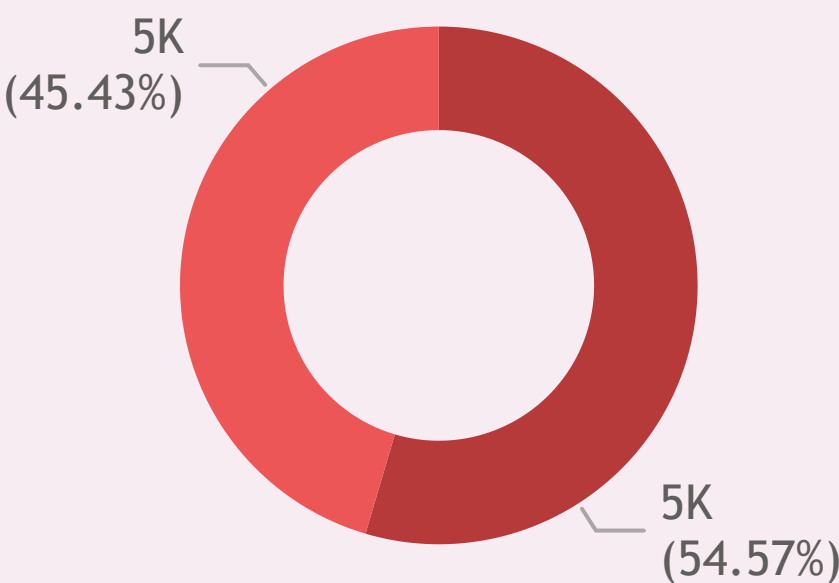
All

15.0%   20.4%
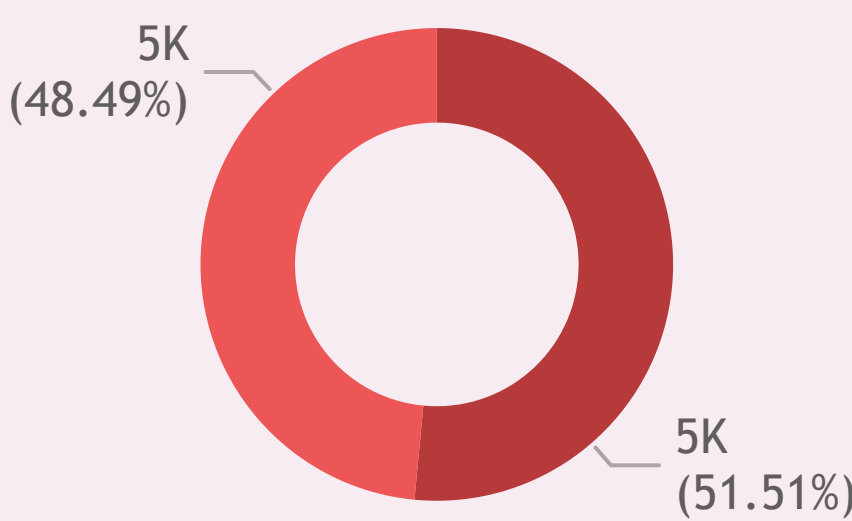
0.0%   100.0%

Customers by Gender
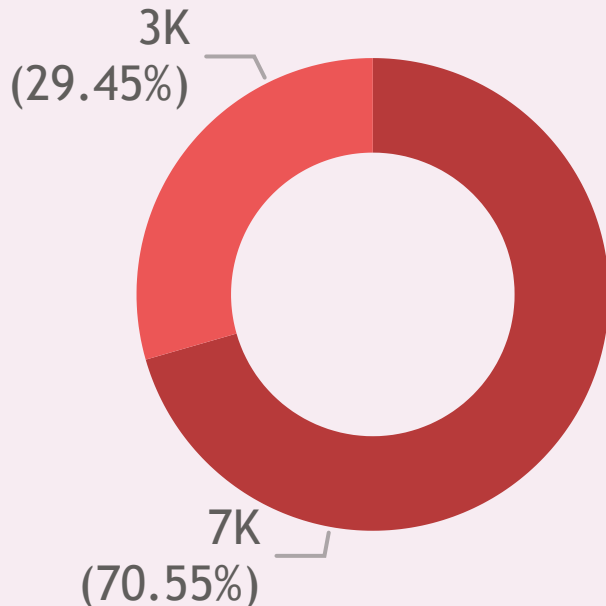● Male ● Female

5K (45.43%)

5K (54.57%)

Customers by Activity Status
● Active ● Inactive

5K (48.49%)

5K (51.51%)

Customers by Credit Card Status
● Owned ● Not Owned

3K (29.45%)

7K (70.55%)

Customers by Country
● France ● Germany ● Spain

2K (24.77%)

5K (50.14%)

3K (25.09%)
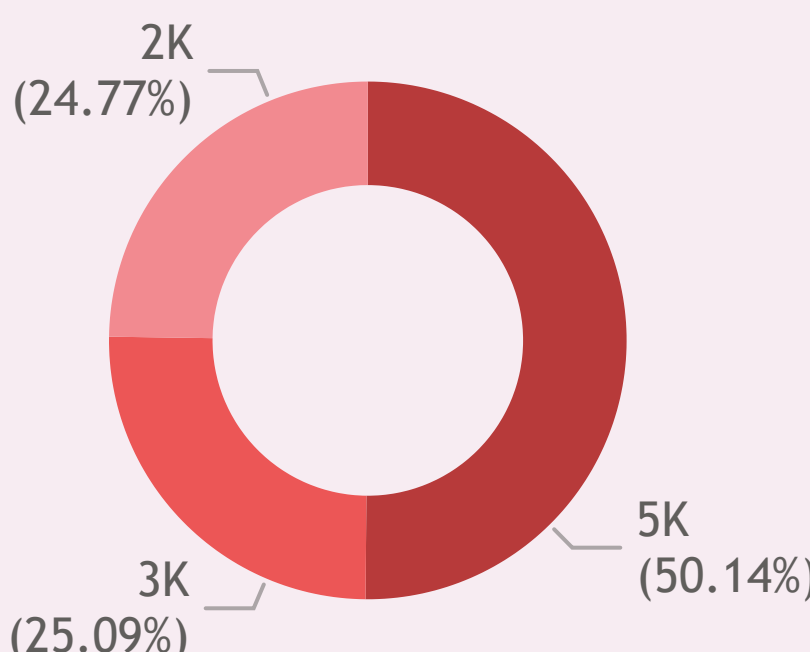
Customers by Products
● Prod 1 ● Prod 2 ● Prod 3 ● Prod 4

0K (2.66%)

5K (45.9%)

5K (50.84%)
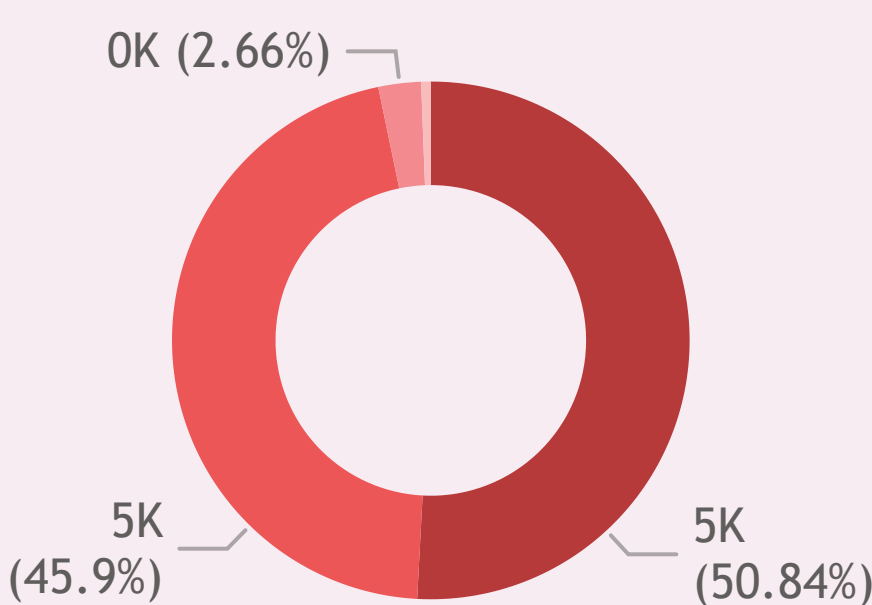
Customers and Churn Rate by Age Group
● Customers ● Churn Rate

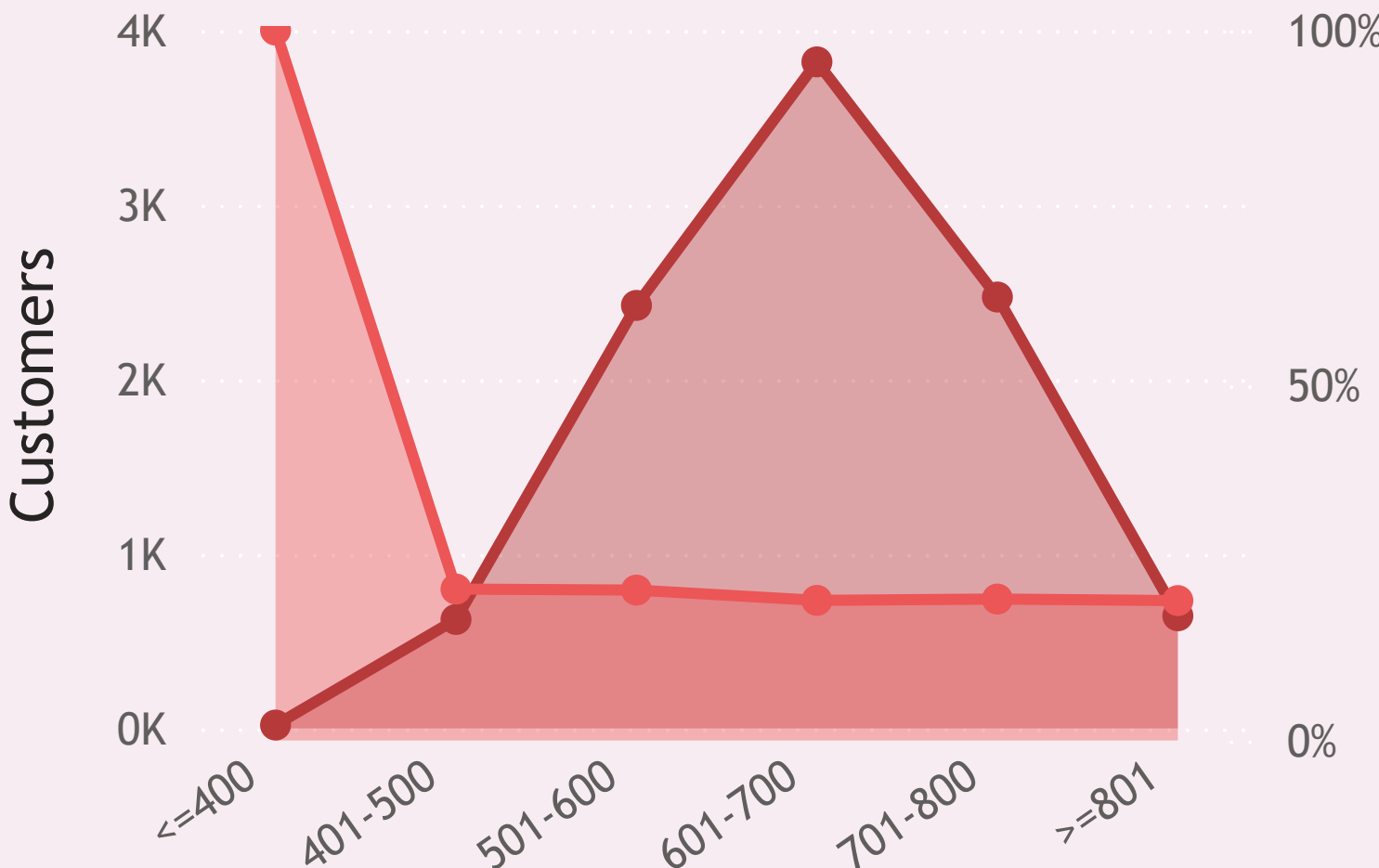(x-axis: <20, 21-30, 31-40, 41-50, 51-60, 61-70, >71)
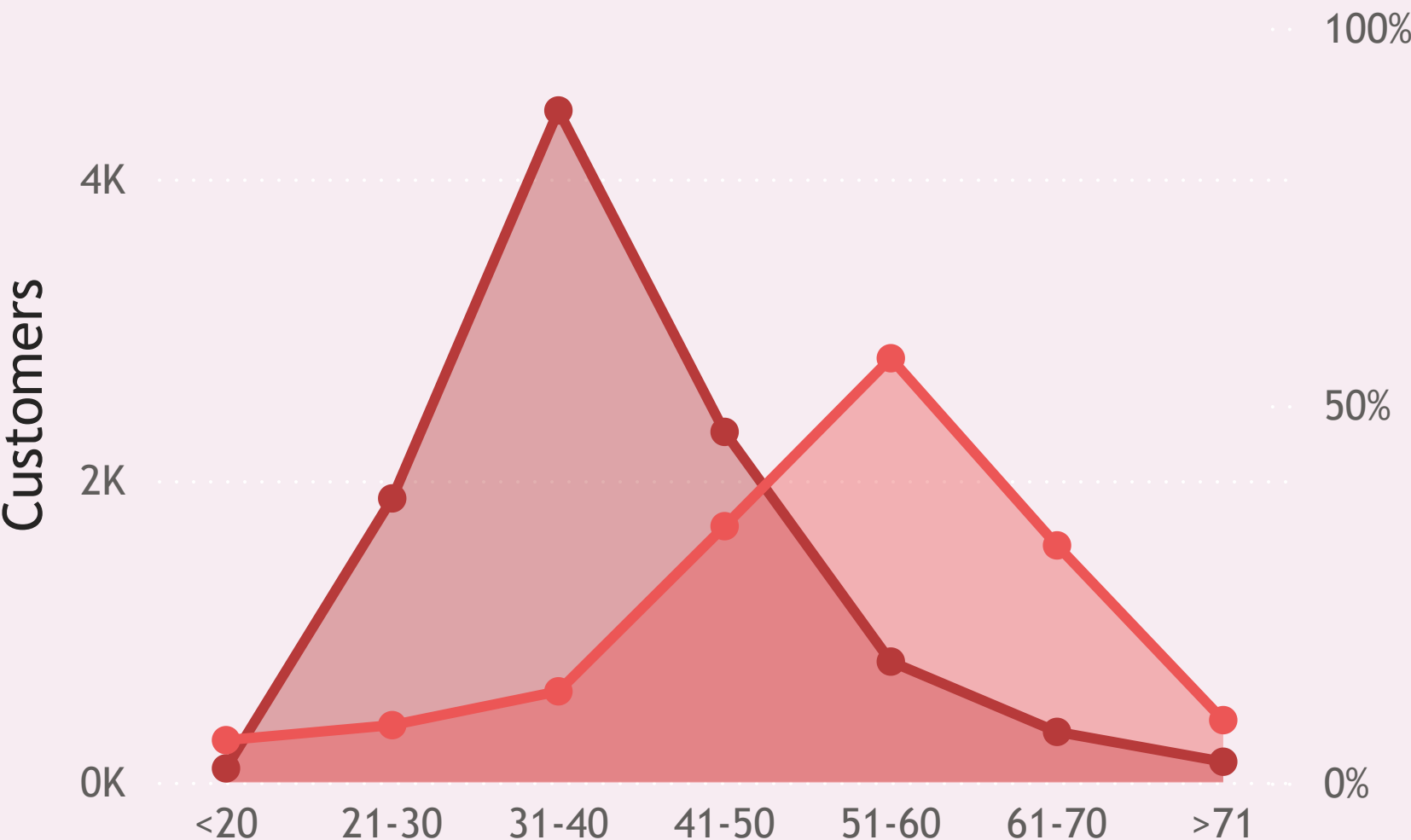
Customers and Churn Rate by Credit Scores
● Customers ● Churn Rate

(x-axis: <=400, 401-500, 501-600, 601-700, 701-800, >=801)

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

(x-axis: 0, 1k-10k, 10k-100k, 100k-200k, >200k)