CUSTOMER CHURN ANALYSIS

Bank Customer Data

10K Customers

15.0%
20.4%
0.0%   100.0%
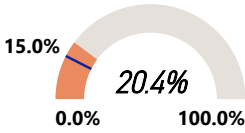
Churn Status ⌄
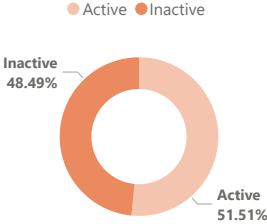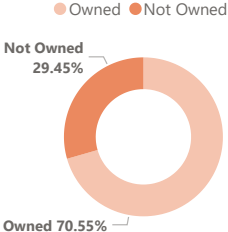All ⌄

Customers by Gender

● Male ● Female

Female 45.43%
Male 54.57%
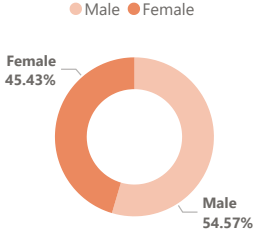
Customers by Activity Status

● Active ● Inactive

Inactive 48.49%
Active 51.51%

Customers by Credit Card Status

● Owned ● Not Owned

Not Owned 29.45%
Owned 70.55%

Customers by Country

● France ● Germany ● Spain

Spain 24.77%
Germany 25.09%
France 50.14%

Customers by Products

● Prod 1 ● Prod 2 ● Prod 3 ▸

Prod 3 2.66%
Prod 2 45.9%
Prod 1 50.84%
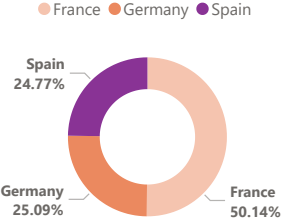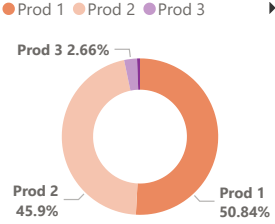
Customers and Churn Rate by Age Groups

● Customers ● Churn Rate

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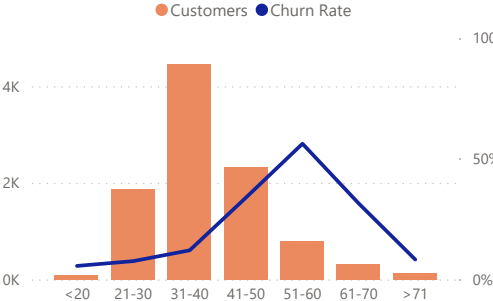
Customers and Churn Rate by Credit Score Groups

● Customers ● Churn Rate

(x-axis: <400, 401-500, 501-600, 601-700, 701-800, >800)
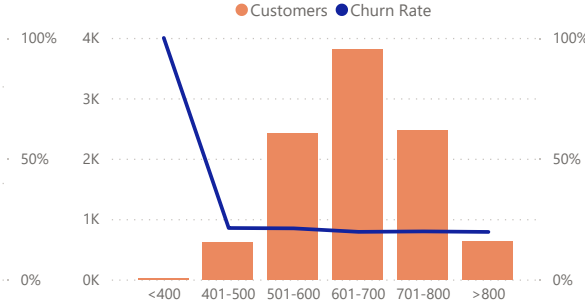
Customers and Churn Rate by Acct Balance

● Customers ● Churn Rate

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