CHURN ANALYSIS
BANK CUSTOMER DATA

10K Customers
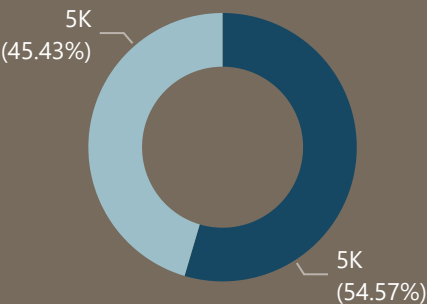
15.0% 20.4%
0.0% 100.0%
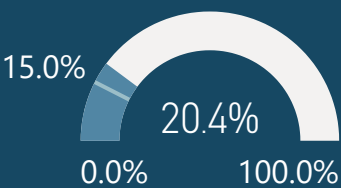
Churn Status
All

Customers by Gender
● Male ● Female
- 5K (45.43%)
- 5K (54.57%)

Customers by Active Status
● Active ● Inactive
- 5K (48.4...)
- 5K (51.51%)
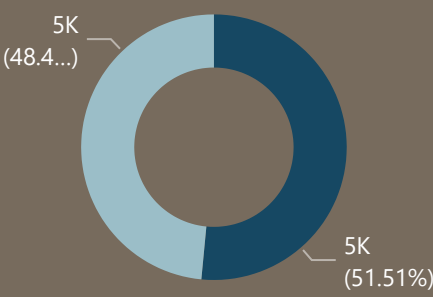
Customers by Credit Card status
● Owned ● Not Owned
- 3K (29.45%)
- 7K (70.55%)
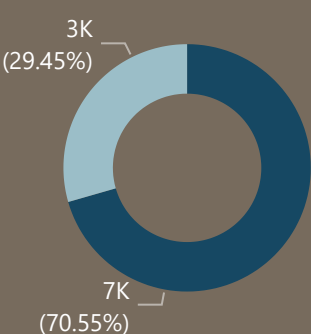
Customers by Country
● France ● Germany ● Spain
- 2K (24.77%)
- 3K (25.09%)
- 5K (50.14%)
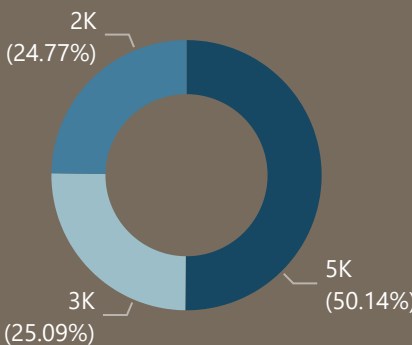
Customers by Products
● Product 1 ● Product 2 ● Product 3
- 0K (2.66%)
- 5K (45.9%)
- 5K (50.84%)
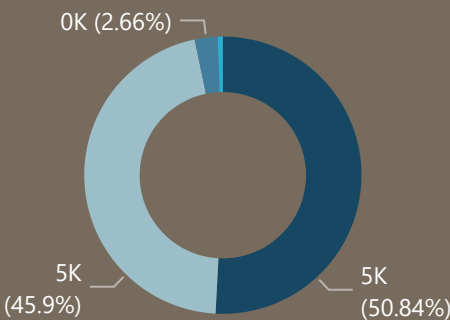
Customers and Churn Rate by Age Groups
● Customers ● Churn Rate

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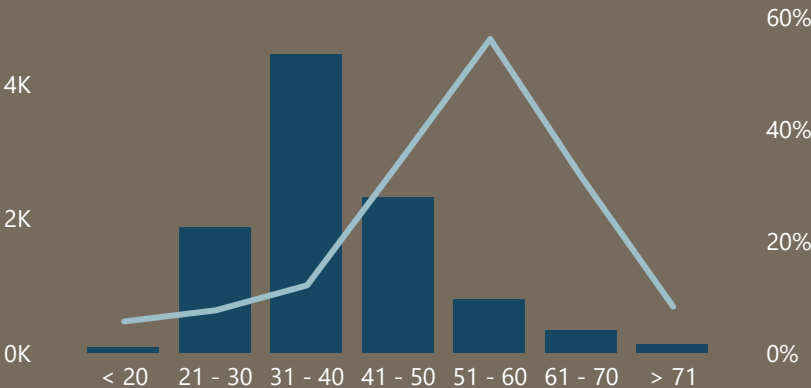
Customers and Churn Rate by Credit Scores
● Customers ● Churn Rate

Credit Scores: <= 400, 401 - 500, 501 - 600, 601 - 700, 701 - 800, >= 801
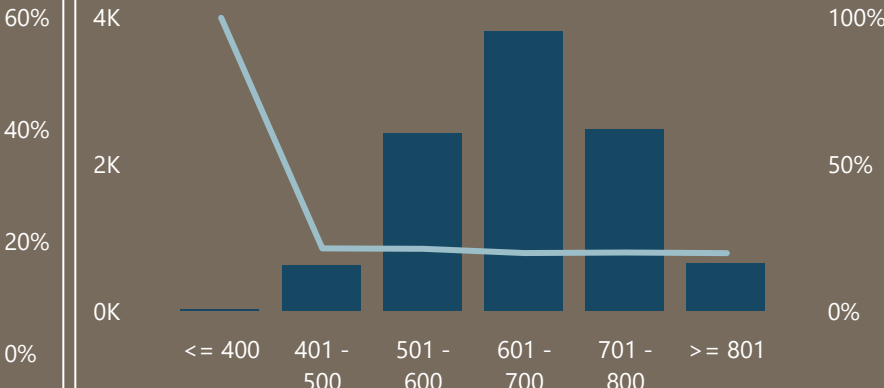
Customers and Churn Rate by Account Balance
● Customers ● Churn Rate

Account Balance: 0, 1k - 10k, 10k - 100k, 100k - 200k, > 200k