**Customer Churn Analysis – Executive Summary**

Insights & Recommendations Prepared for Stakeholders

🔎 Key Insights:

1. Overall Churn
   1. 20.4% churn rate → 2,037 customers lost ($185.6M potential loss).
   2. Retention = 79.6% (below benchmark ~85–90%).
2. Geography
   1. Germany churn = 32.4% (highest), France 16.2%, Spain 16.7%.
3. Demographics
   1. Age 30–50 = 62.7% churners.
   2. Male churn (55.9%) > Female churn (44.1%).
4. Credit Score
   1. Avg (500–650): 907 churners.
   2. Good (651–800): 853 churners.
   3. Even Excellent (>800) leave → service/experience issue.
5. Tenure
   1. Highest churn in early years (1–3 years).
   2. Longer-tenure customers more loyal.
6. Product Holding
   1. 1-product = 69% of churn.
   2. Multi-product customers more loyal.

💡 Recommended Actions:

1. Geography Focus
   1. Retention programs in Germany.
   2. Localized campaigns for German customers.
2. Early-Customer Experience
   1. Strengthen on boarding in first 1–2 years.
   2. Loyalty bonuses & personalized guidance.
3. Age & Credit Score Segmentation
   1. 30–50: family/loan/investment offers.
   2. 500–650: credit-building products.
   3. 651–800 & >800: premium/VIP benefits.
4. Cross-Selling & Bundling
   1. Incentivize 1-product holders to adopt 2+ products.
5. Service Quality & Feedback
   1. Run NPS surveys & exit interviews.
   2. Improve digital banking & customer support.

📌 Strategic Takeaway:

1. Churn is concentrated among German customers, mid-age professionals and 1 product holders.
2. By focusing on early engagement, product bundling, and premium services for high-value customers, churn can be reduced by 5–8%, protecting ~$40M–$60M annually.