Customer Performance Analytics

BankMaven

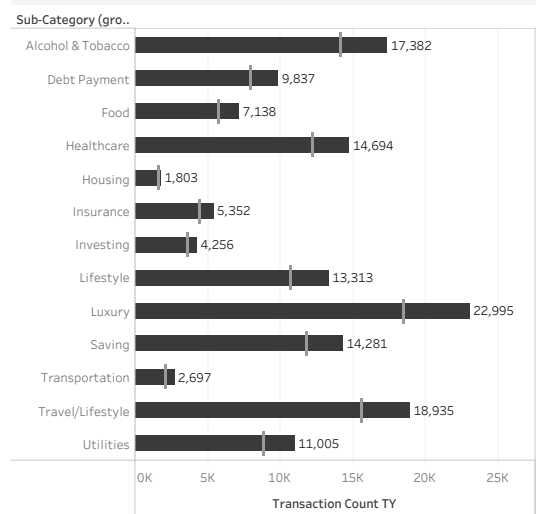| 773	10.9%	38	6,278	49
Customer Count	Attrition Rate	Avg Relationship Months	Median Credit Limit	Avg Customer Age

Attirition Rate by State

Attrition Rate
0.00% — 25.00%
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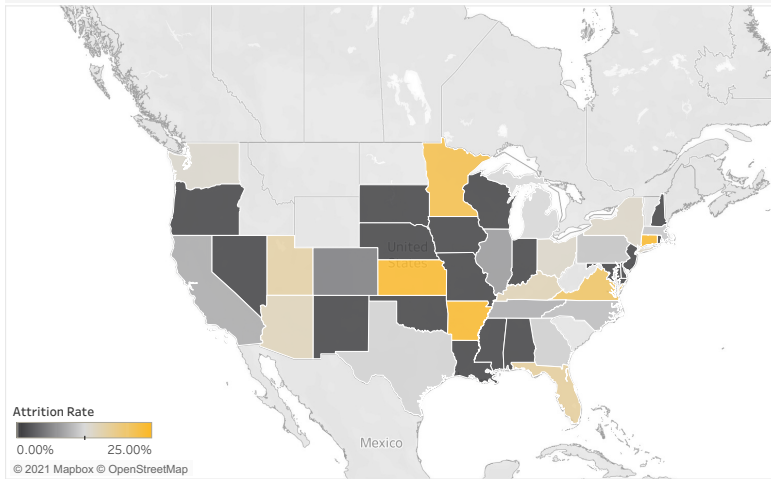
Attrition Distribution by Credit Limit & Relationship Mo.

Avg. Months on book
Credit Limit
No items highlighted   Spend
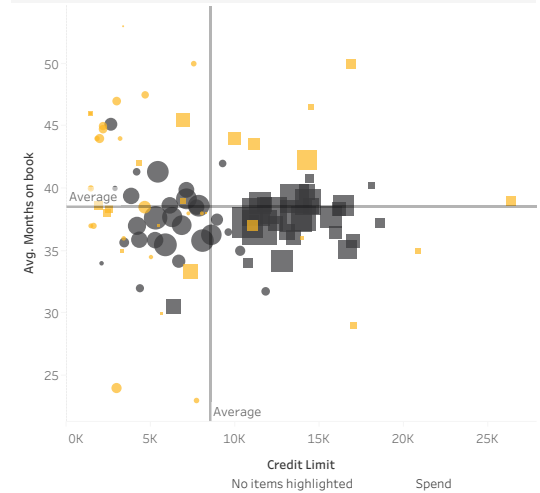
Customer Attrition Matrix by Dependent & Income Category

Income Category

Dependent count	$40K - $60K	$60K - $80K	$80K - $120K	$120K +	Less than $40K	Unknown
0	€18,338	€24,465	€10,017	€2,404	€33,130	€3,191
1	€74,498	€72,726	€46,703	€10,095	€57,408	€15,707
2	€47,803	€72,317	€63,224	€42,309	€103,269	€14,917
3	€51,454	€57,388	€107,484	€12,474	€57,589	€27,631
4	€40,224	€54,881	€51,025	€28,093	€78,839	€27,816
5	€5,537	€3,080	€9,121	€3,951	€10,373	€2,940

Spending Sub-Category YOY Transaction Count

Sub-Category (gro..

Sub-Category	Transaction Count TY
Alcohol & Tobacco	17,382
Debt Payment	9,837
Food	7,138
Healthcare	14,694
Housing	1,803
Insurance	5,352
Investing	4,256
Lifestyle	13,313
Luxury	22,995
Saving	14,281
Transportation	2,697
Travel/Lifestyle	18,935
Utilities	11,005

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