

Bank Customers Churn Analysis



A dashboard that explores customer churn patterns using demographics, credit scores, account balance, and churn rate indicators.

This free dataset is provided by the 'BI With Gurpreet' YouTube channel, where Gurpreet Singh Dhindsa serves as a BI Consultant and Mentor

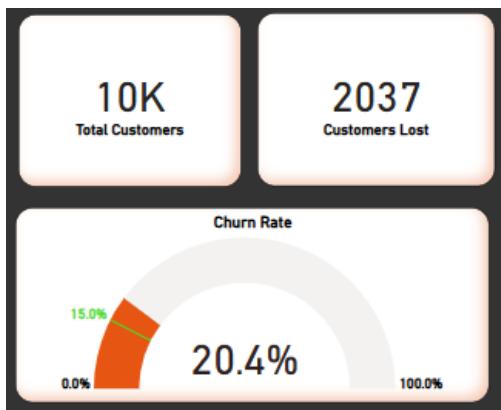
Tool Used: Power BI

Click the link to open the interactive dashboard.

<https://app.powerbi.com/view?r=eyJrljoiYmEzMjFkODYtMDUwZi00MDM1LWI3MTMtMmU0NGY0YzkyMmRliwidCl6ImQ2NjgyOTgxLTUzNWQtNGI1YS1iYmY2LWQxMDU5NDM4NTRjYSlsIMiOjJ9>

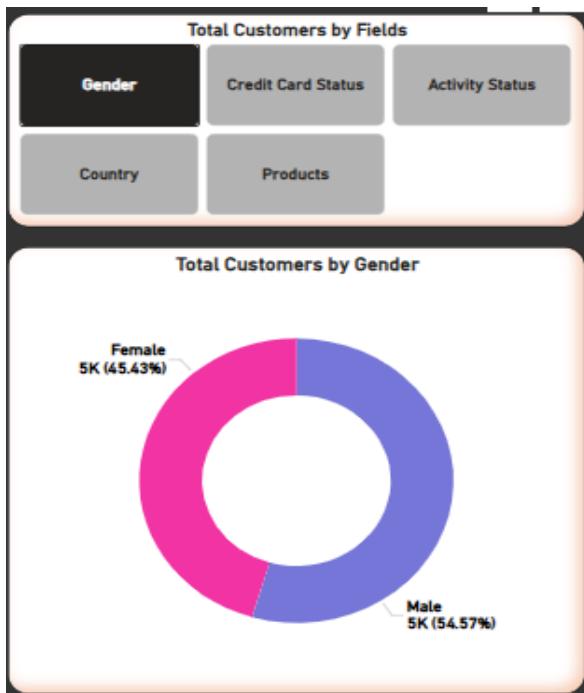
Business Questions:

What is the current churn rate, and how does it compare to the target?



Dashboard shows cards with 10,000 total customers, 2,037 churned customers, Gauge chart shows 20.4% current churn rate and 15% (i.e., 1,500 customers) minimum target churn rate. This indicates that the current churn rate exceeds the target, highlighting a need for strategies to reduce customer attrition.

Which customer segments are most prone to churn?

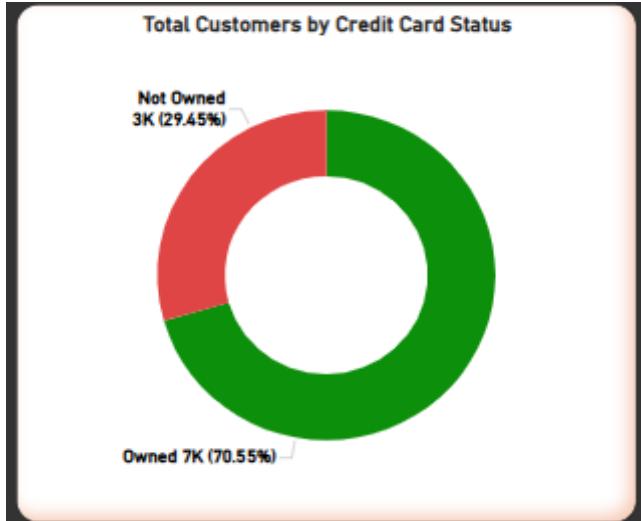


Field parameter was created in Tableau to interactively explore customer distribution across various attributes Gender, Credit Card Status, Activity Status, Country, Products.

Gender Distribution helps tailor marketing strategies and product offerings to specific demographics. There are 45.43% (4,543 customers) Females, 54.57% (5,457 customers) Males.

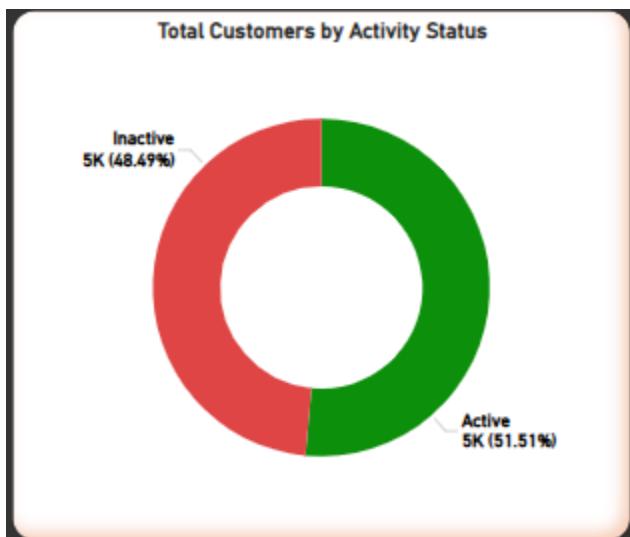
Insight: Female customers exhibit a higher churn rate compared to male customers. This disparity suggests the need for targeted engagement strategies to address the specific needs and concerns of female customers.

What is the current distribution of credit card ownership among customers?



Credit Card Status shows Owned, 70.55% (7,055 customers), i.e. they are the customers who possess a credit card issued by the bank. Not Owned, 29.45% (2,945 customers), i.e. they are the customers who do not have a credit card with the bank. While a significant majority of customers possess credit cards. Analyzing churn rates among these groups can reveal if credit card ownership influences customer retention.

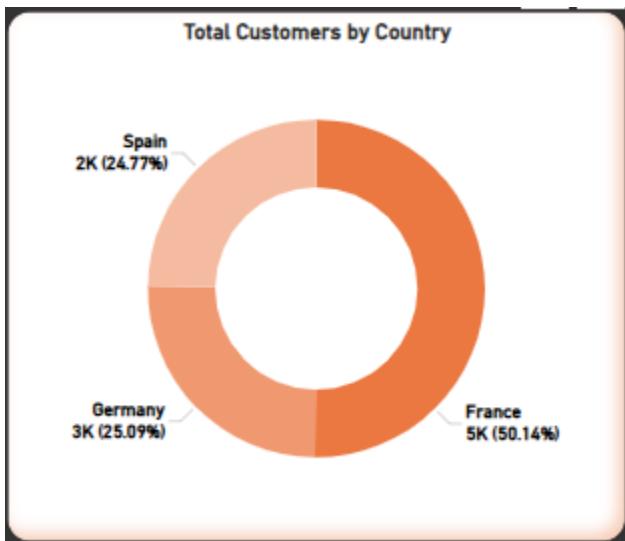
Show customer Behavioral Insights?



Activity Status shows Active, 51.51% (5,151) active customers, i.e. customers who have engaged in recent transactions or account activities . 51.51% (5,151) Inactive customers, i.e. Customers with little to no recent account activity. Identifying inactive customers provides an opportunity to re-engage them through targeted campaigns.

Insight: Inactive customers may be at a higher risk of churning. Implementing engagement initiatives could reactivate these customers and reduce churn.

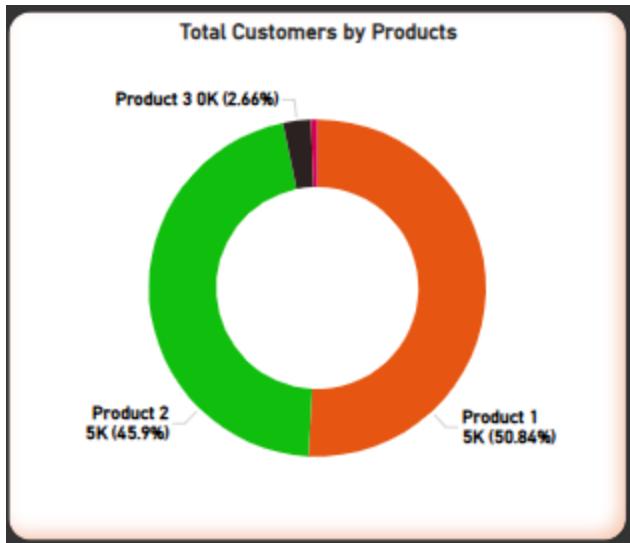
What is the customer distribution across countries?



Country-wise distribution aids in understanding regional customer behaviors and tailoring services accordingly. With France: 50.14% (5,014 customers), Germany: 25.09% (2,509 customers), Spain: 24.77% (2,477 customers).

Insight: Despite similar customer bases, Germany and France exhibit higher churn numbers compared to Spain, indicating potential regional factors influencing customer retention.

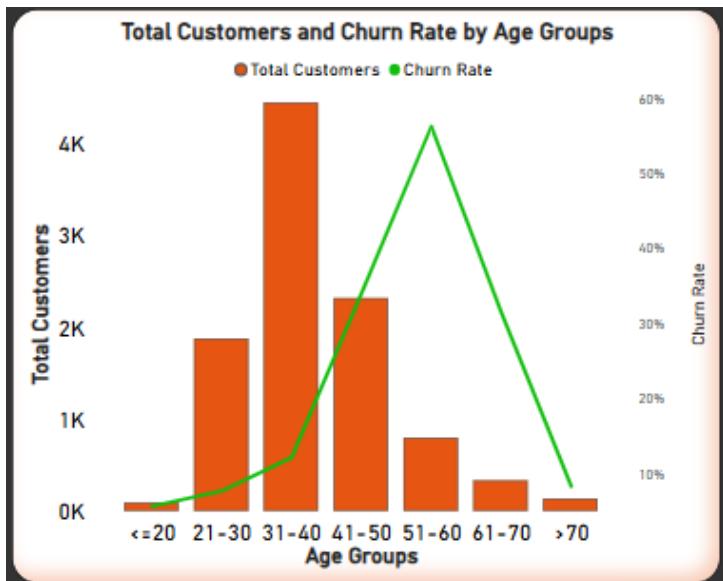
How does product holding relate to customer retention?



Product Holding shows that Product 1 which is basic banking services was used by 50.84% (5,084 customers), Product 2 which is additional financial products (e.g., savings accounts, loans) was used by 45.9% (4,590 customers), Product 3 which is Premium services or investment products was used by 2.66% (266 customers)

Insight: Customers holding only one product are more prone to churn. Encouraging multi-product adoption can enhance customer loyalty and reduce churn rates.

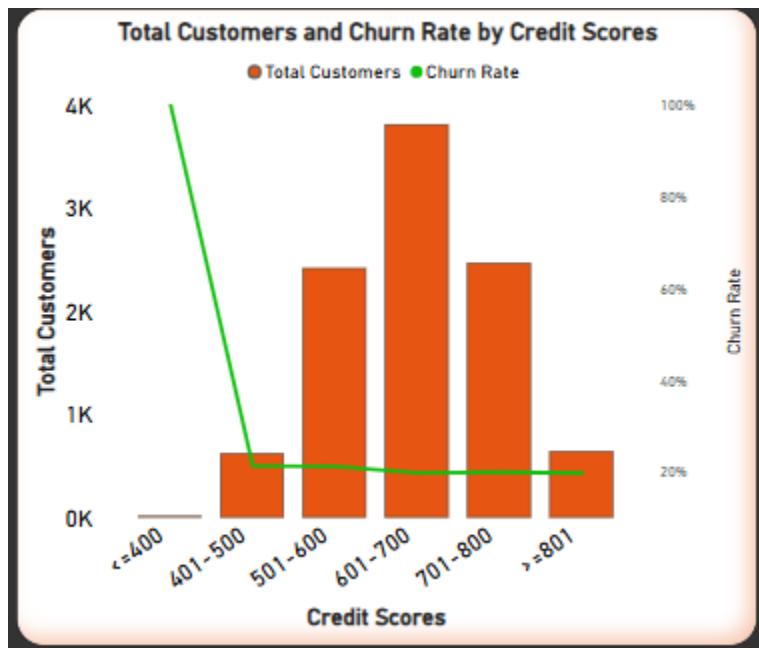
How does customer churn vary across different age groups?



Insights:

- The highest churn rate is observed in the 51–60 age group, indicating a need for targeted retention strategies for this segment.
- Younger customers (≤ 30 years) exhibit significantly lower churn rates, suggesting higher engagement or satisfaction levels within this demographic.
- The 41–50 and 61–70 age groups also show elevated churn rates, highlighting them as additional segments for focused retention efforts.
- Interestingly, customers aged >70 have a relatively low churn rate, which may be attributed to long-standing relationships with the bank or lower propensity to switch services.

How do customers churn varies across different credit score ranges?

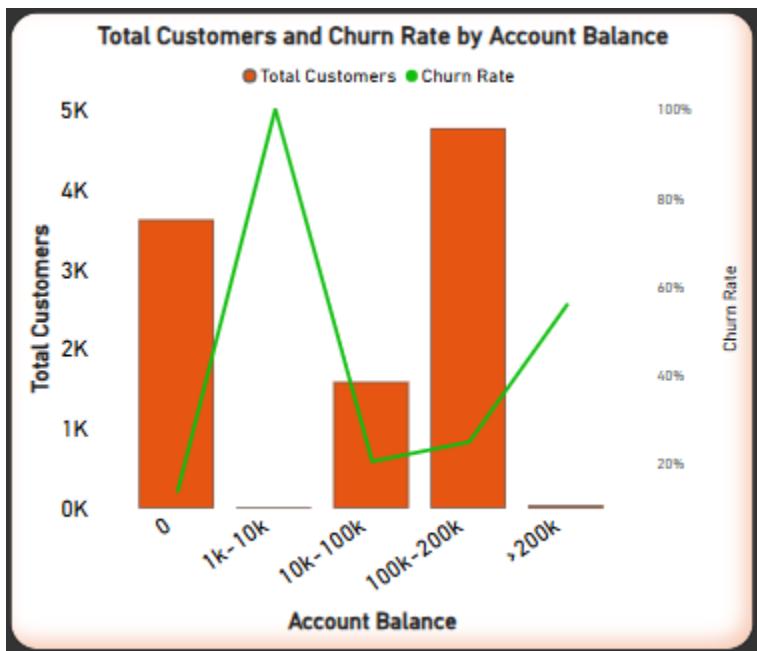


Insights:

- The highest churn rate is observed in the ≤ 400 credit score group, with a 100% churn rate, indicating that all customers in this category have left.
- Customers with credit scores between 401–600 also exhibit elevated churn rates (~21%), suggesting that lower credit scores are associated with higher attrition.

- Churn rates stabilize around 19.7%–19.9% for customers with credit scores above 600, indicating a relatively consistent retention rate among higher credit score segments

How do customers churn vary across different account balances?



Insights:

- Customers with a \$0 balance exhibit a relatively low churn rate (13.8%), suggesting that these customers may maintain accounts for specific purposes, such as fee waivers or future use.
- The \$1K–\$10K balance range shows a 100% churn rate; however, this is based on a single customer, making it statistically insignificant.
- Churn rates increase progressively with higher account balances, peaking at 55.9% for customers with balances over \$200K. This trend indicates that higher-balance customers are more prone to churn, possibly due to unmet expectations or better offers from competitors.