

Observations	Gender-wise Churn Rate	Region-wise Retained vs Exit..	Cusotmer Age-wise Churn ..	Basis Products Churn Rate	Churn Rate on the Basis of Balance ..	Churn Rate on the Basis of Balance ..
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Findings after analysing the data

- Churn rate among Females is higher for around 55%
- Germany is country in which the churn rate is higher with 32%, though France being the country with most number of customer.
- Balance maintained by the inactive members is more but the churn rate is higher in active members with 27% in comparison with inactive members.
- Most of the customers are between the age group from 31 to 40 years.
- Most of the customers are using only 1 or 2 products offered by the bank and churn rate among them is also less, while on the other hand customers who are using 3 or 4 products are very less and the churn rate is above 80%.
- Customers who have credit card are around 70% and 20% among them have exited, whereas those who do not have a card are 30% and 20% among them have also exited.

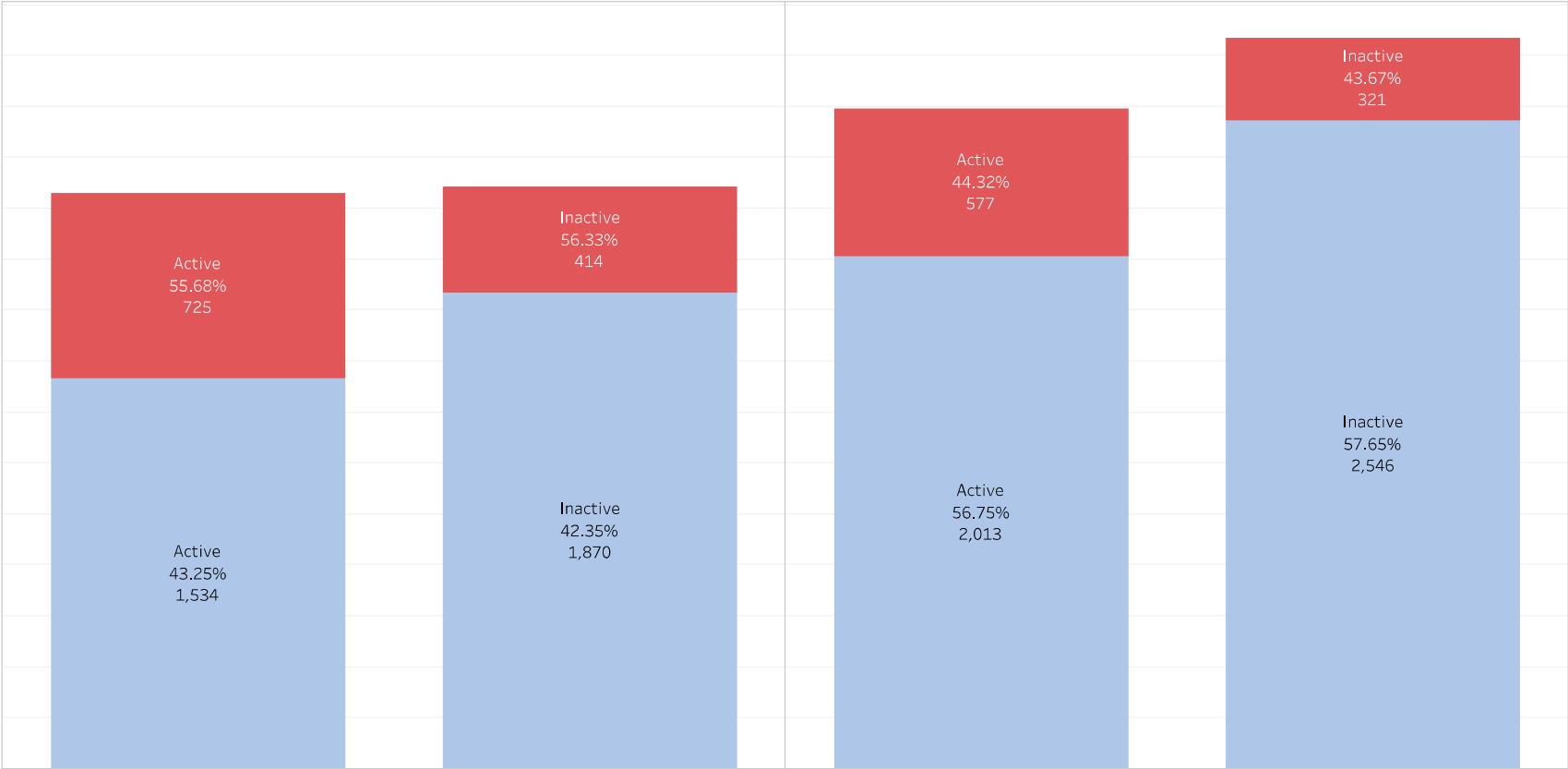
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Retained/Churned

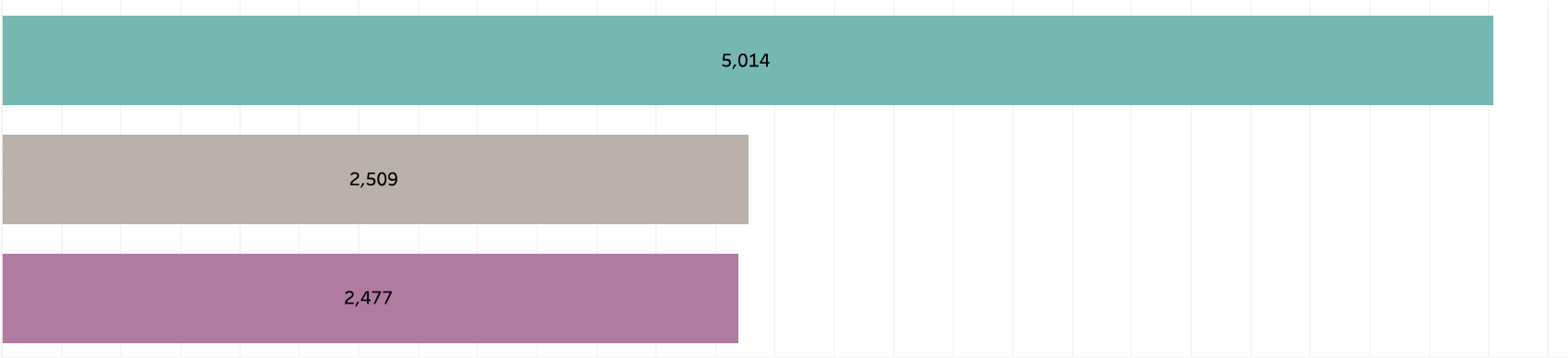
- ☒ Exited
- ☒ Retained

Retained/Churned

- Exited
- Retained



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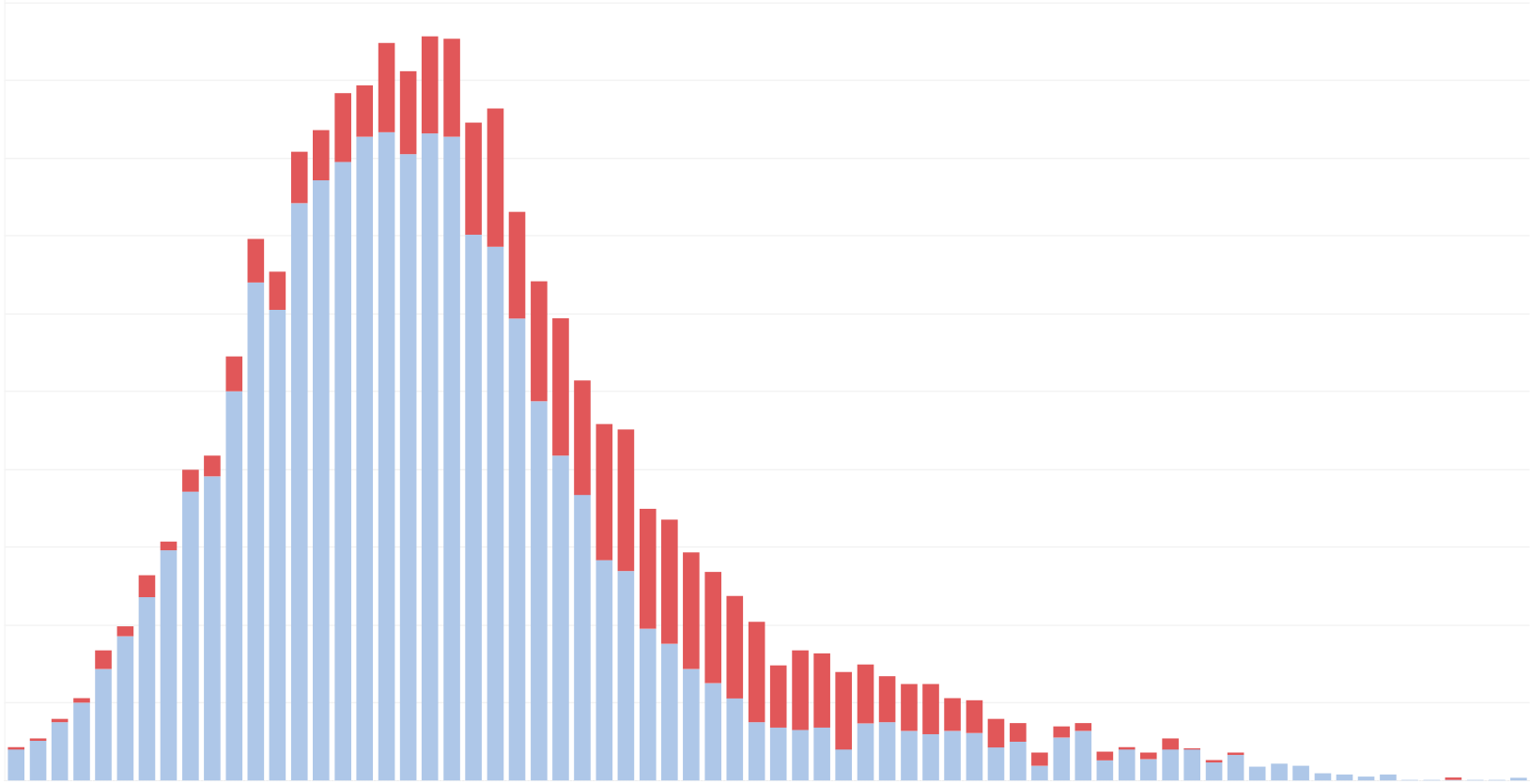


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Active/Inactive Cust..

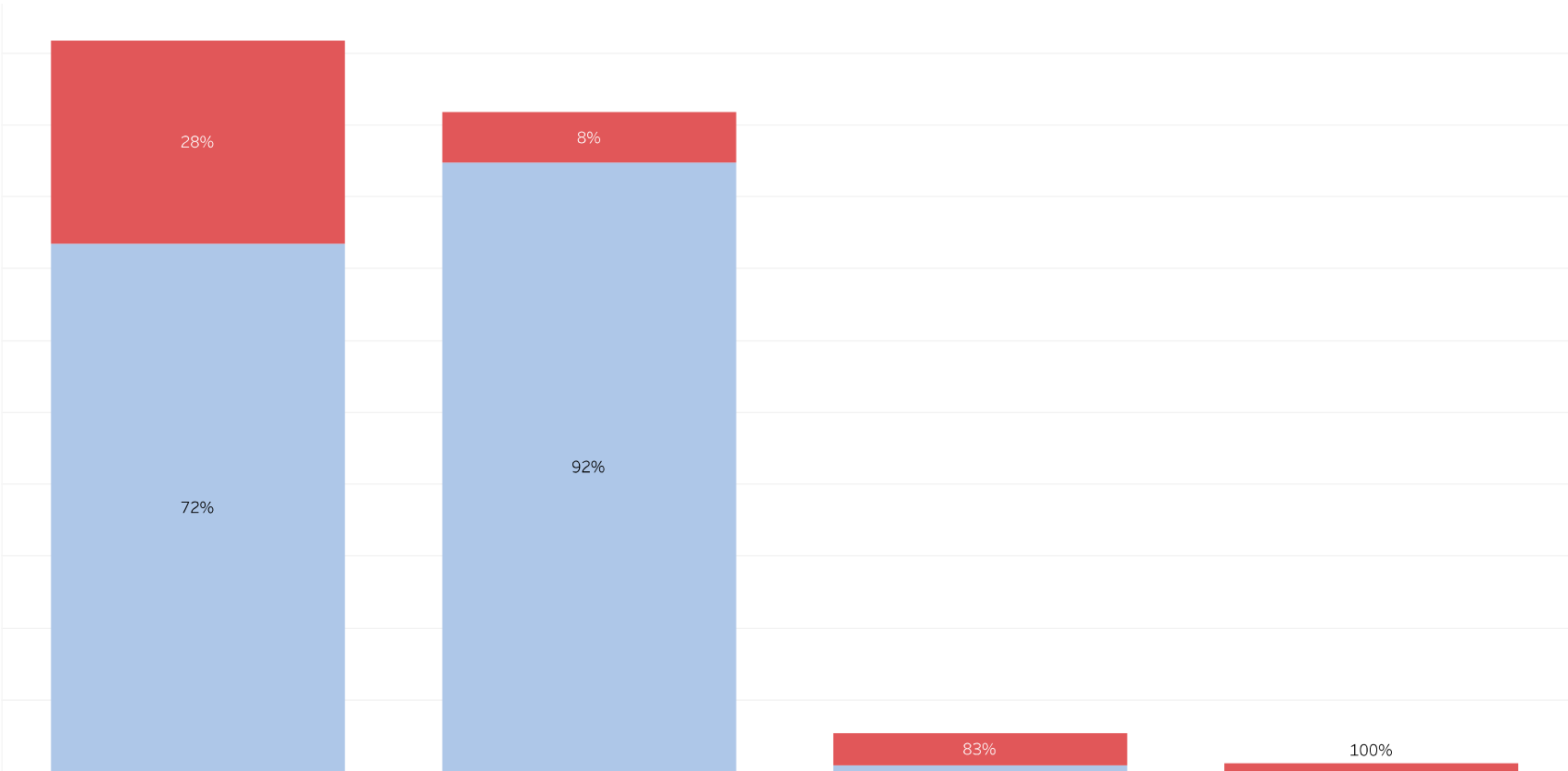
☒ Active

☒ Inactive

Retained/Churned

☒ Exited

☒ Retained

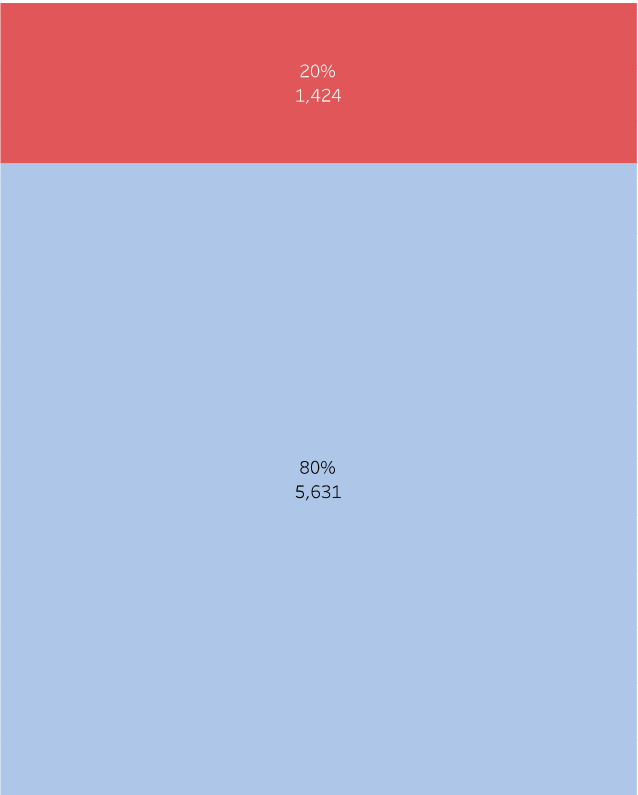
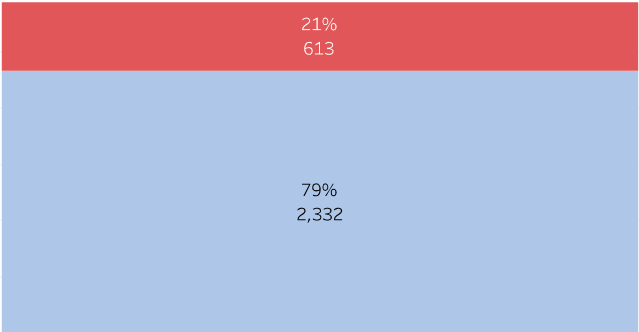


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