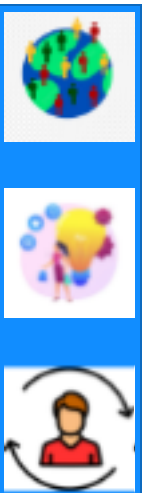


DEMOGRAPHIC CLASSIFICATION ANALYSIS



TOTAL CUSTOMERS

10000

AVERAGE ESTIMATED
SALARY

100K

FEMALE COUNT

4543

MALE COUNT

5457

Location

All



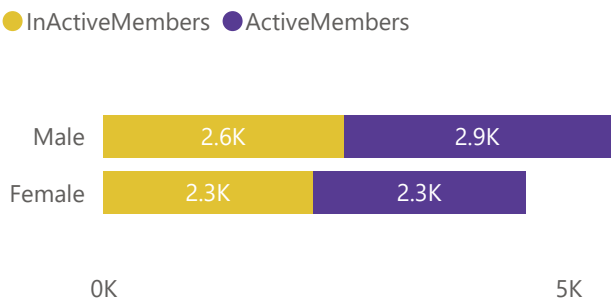
Card Type

All

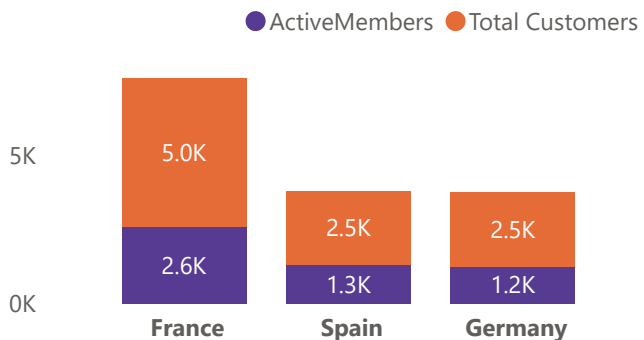


Clear slicer

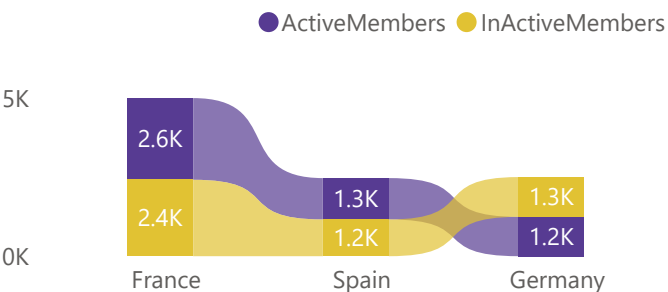
ActiveMembers versus InActiveMembers by Gender



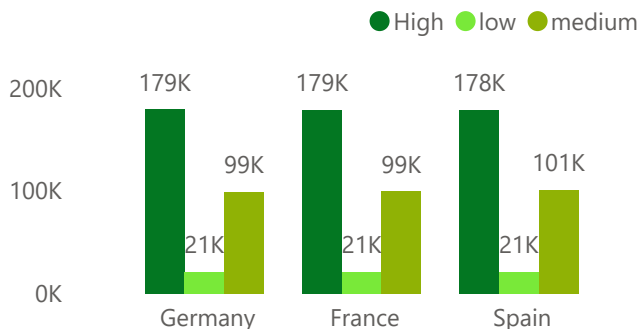
ActiveMembers and Customers by location



ActiveMembers versus InActiveMembers by Location

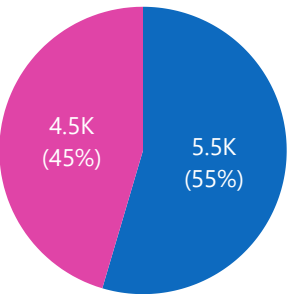


Estimated Salary distribution by Location

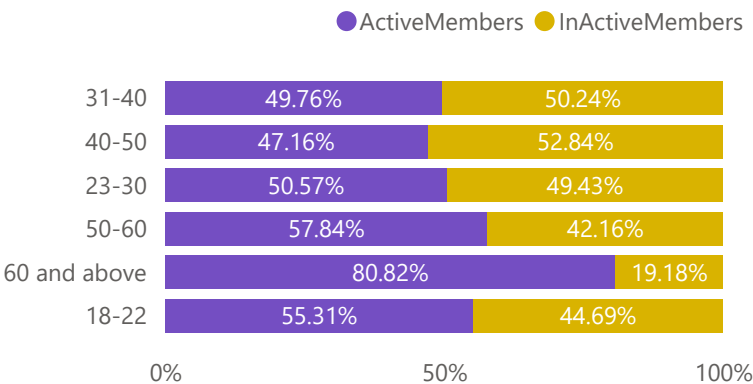


Total Customers by Gender

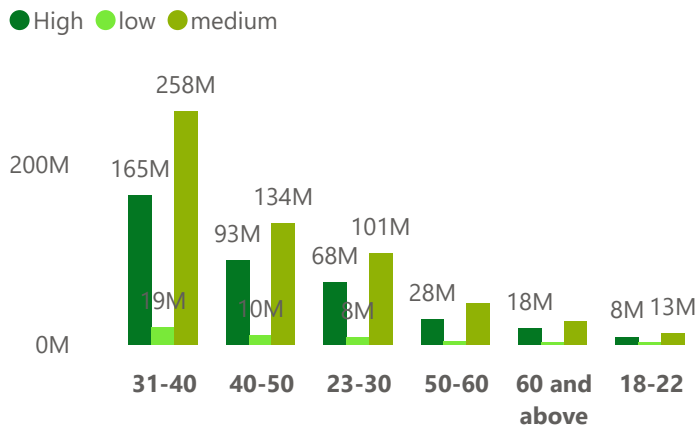
Gender ● Male ● Female



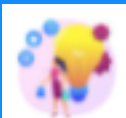
Active versus Inactive Member Engagement by Age



Estimated Salary distribution by age



CUSTOMER BEHAVIOUR ANALYSIS



TOTAL CUSTOMERS

10000

AVERAGE CREDIT
SCORE

651

AVERAGE POINTS
EARNED

607

AVERAGE CREDIT
BALANCE

76,486

Location

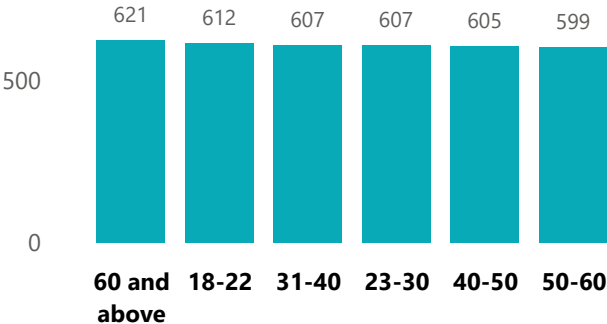
All

Card Type

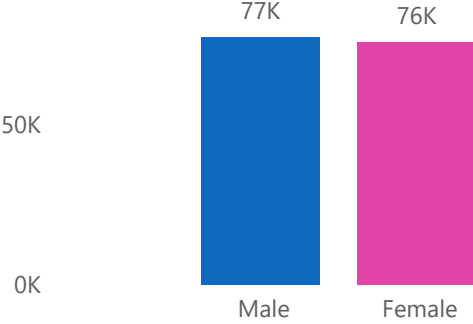
All

Clear slicer

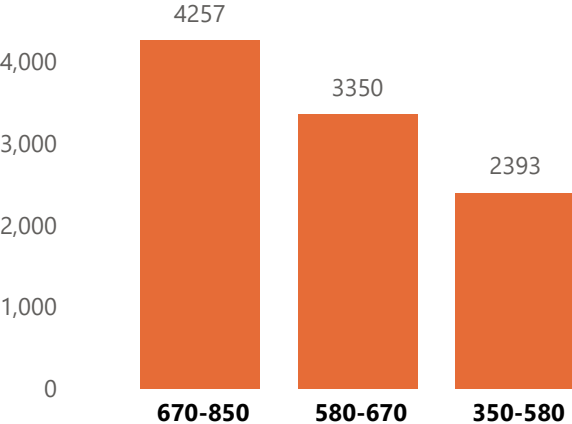
Points Earned by Age group



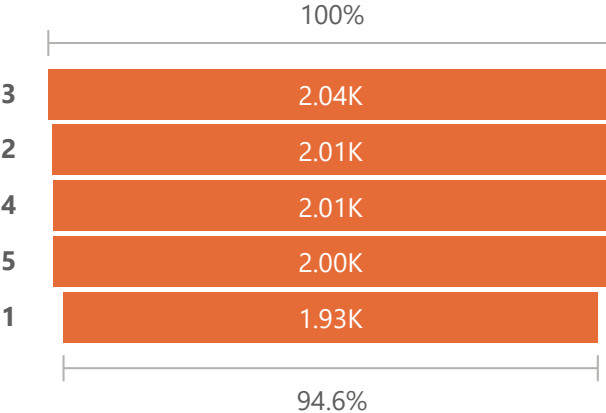
Credit Balance by Gender



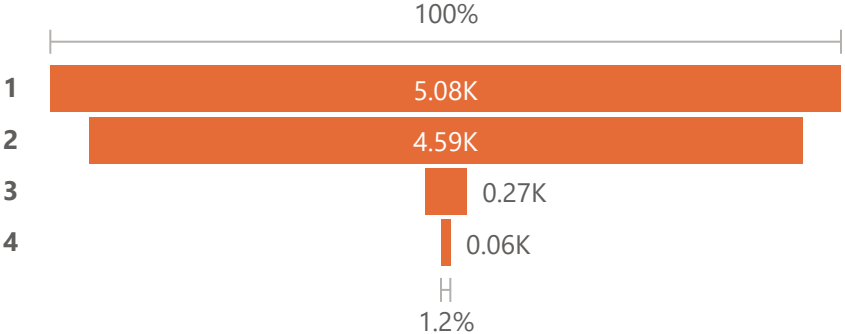
Customers distribution by credit score



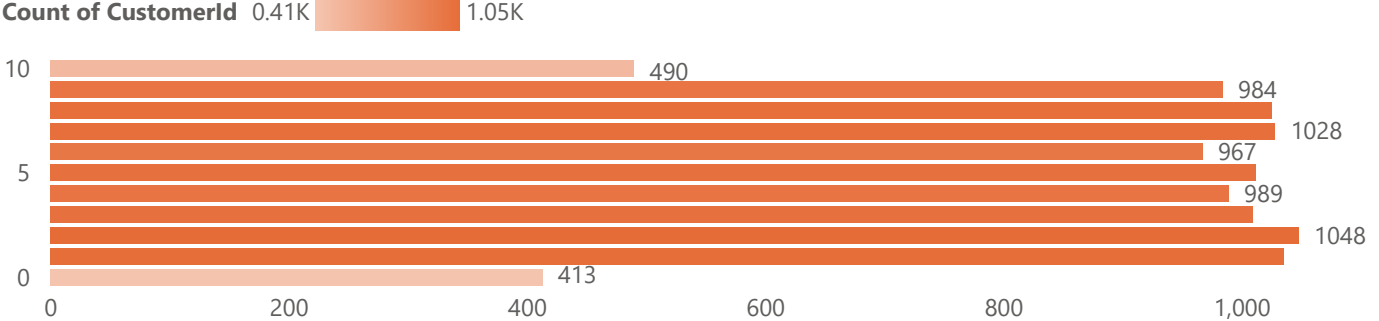
Customer Distribution by Satisfaction
Score



Customer Distribution by NumOfProducts purchased



Customer distribution by Tenure



CUSTOMER CHURN RATE ANALYSIS

TOTAL CUSTOMERS

10000

Avg Credit Score

651

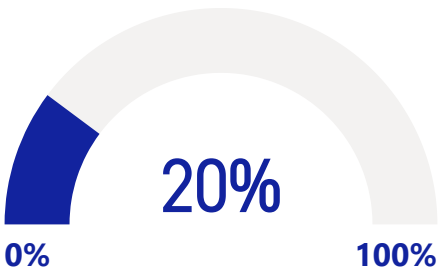
Avg credit balance

76,486

AVERAGE ESTIMATED
SALARY

100K

ChurnRate



Location

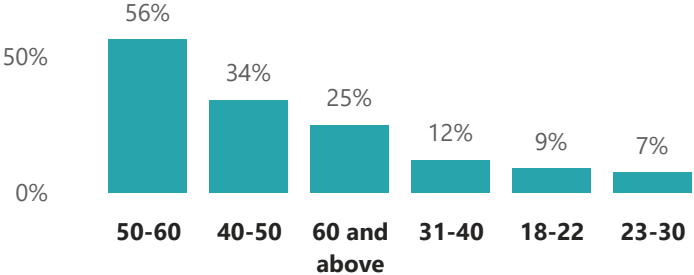
All

Card Type

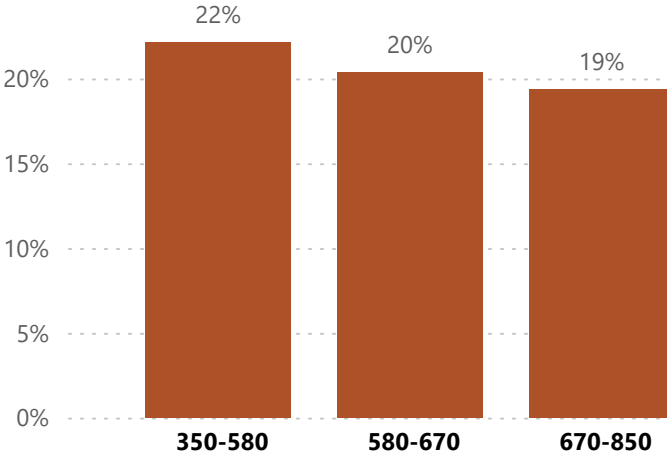
All

Clear all slicers

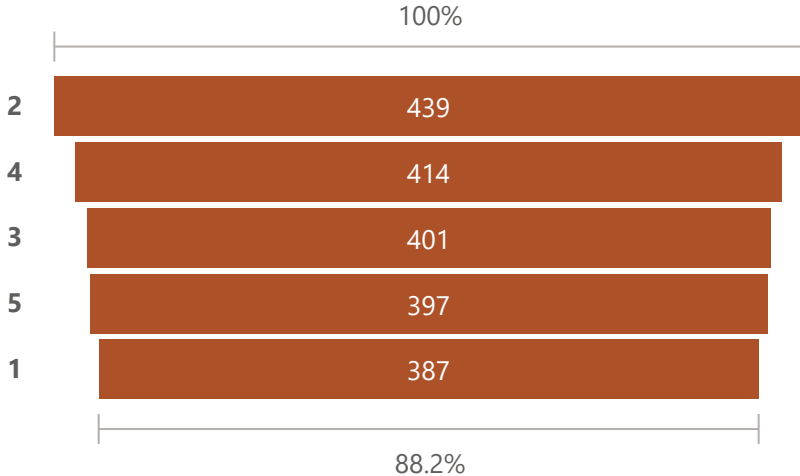
ChurnRate by Age bin



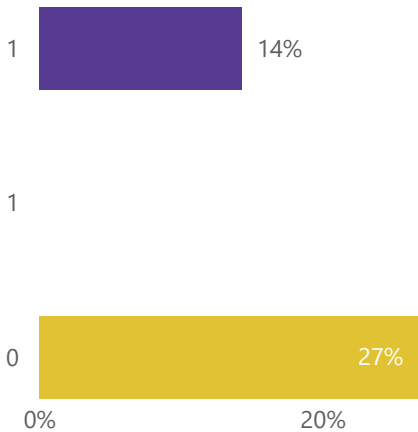
Customer churn by Creditscore



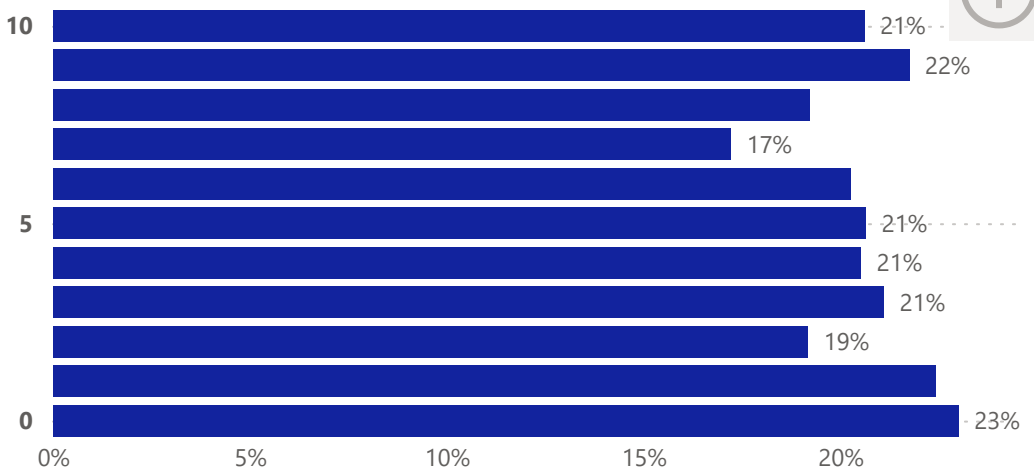
Customer Churn by Satisfaction Score



ChurnRate by ActiveMember
versus InactiveMember



ChurnRate by Tenure





CHURN RATE BY TENURE INDEPTH ANALYSIS

