

## CUSTOMER CHARN ANALYSIS

10,000

Customers

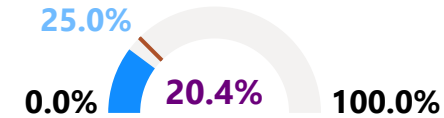
2,037

Customer Lost

20.4%

Churn Rate

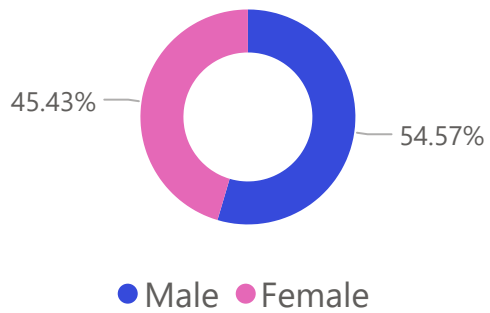
Target Churn Rate



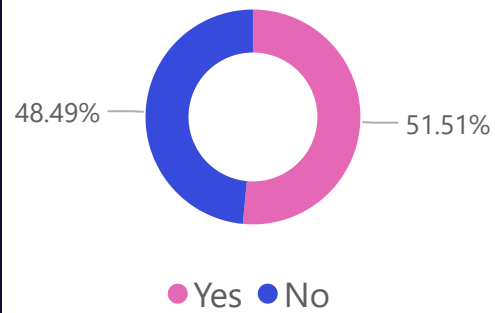
Churn

- Select all
- No
- Yes

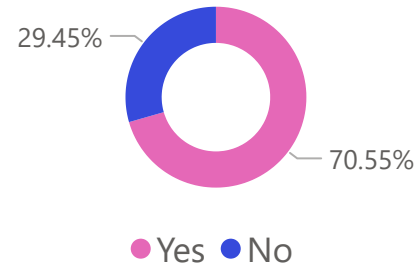
Customers by Gender



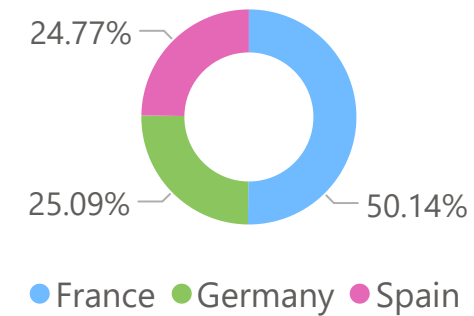
Active Customers



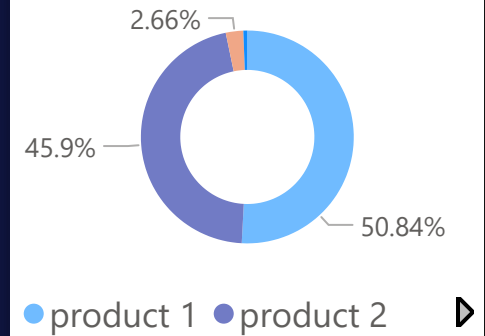
Customers holding Credit Card



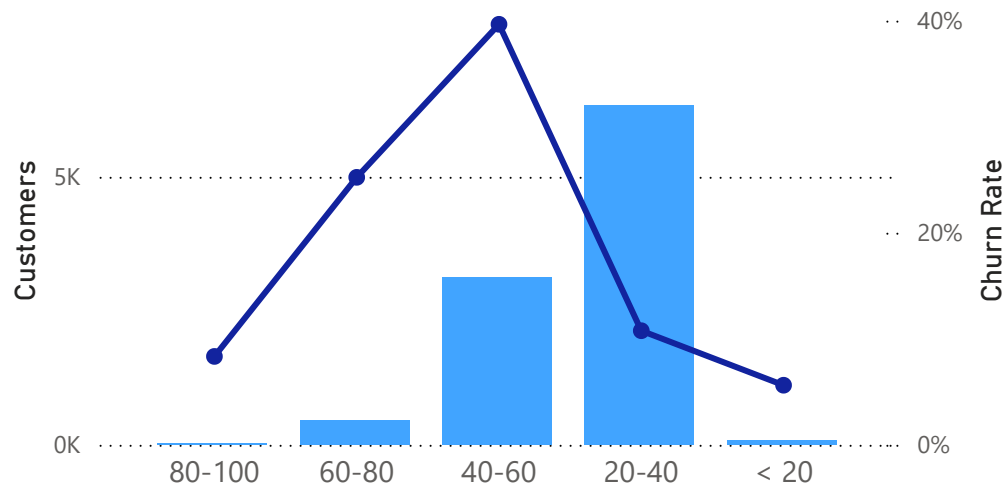
Customers by Country



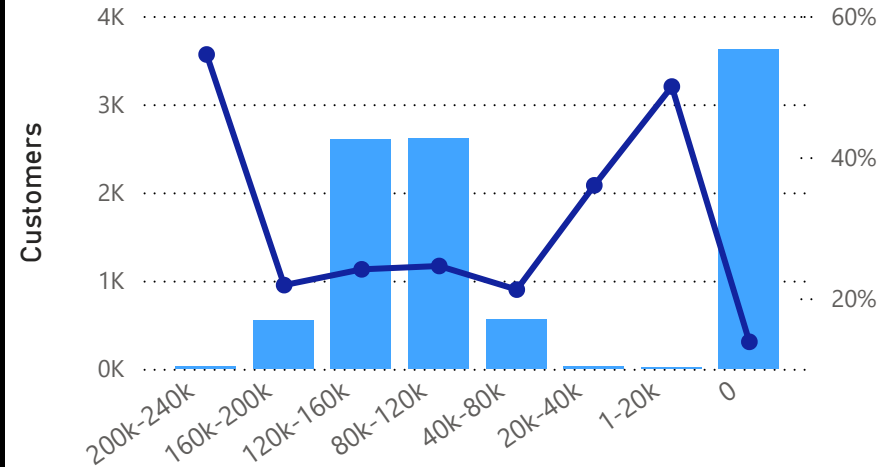
Customers by Product



Customers and Churn Rate by Age Group



Customers and Churn Rate by Group Balance



Customers and Churn Rate by Credit Group

