

Analytical CRM Development for a Bank

cus_seg ▾

☐ Long term cus

☐ New cus

Exit Rate

20.37%

10.00K

Count of CustomerId

764.8...

Sum of Balance

7963

Retained_Customers

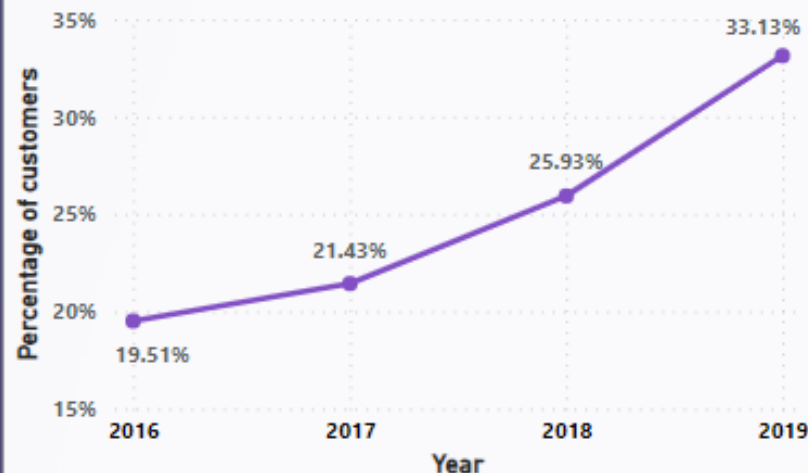
7055

Credit_Card_Holders

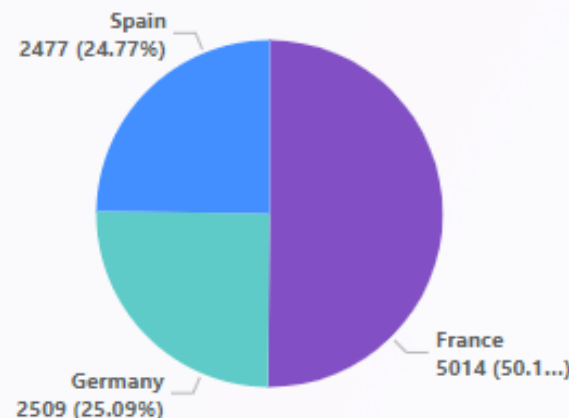
5151

Active_Customers

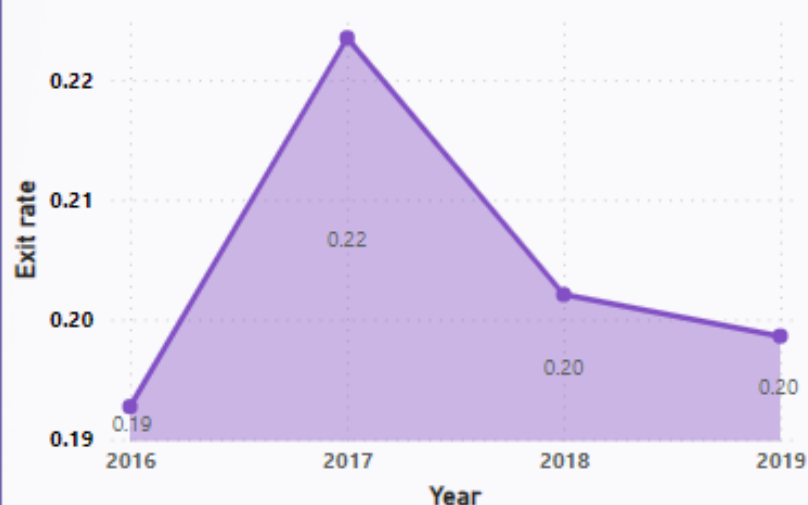
Customers by Year, Month



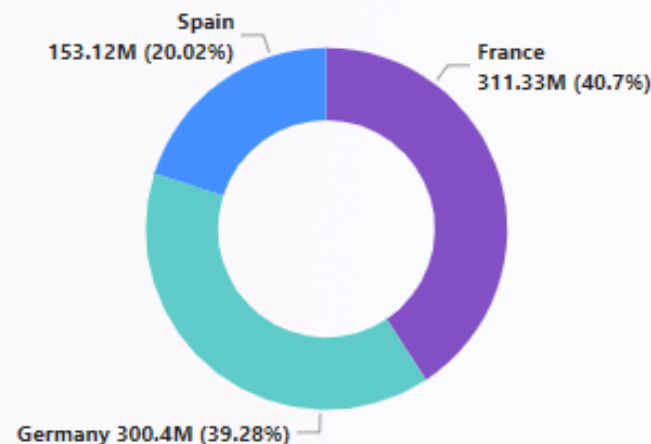
Number of Customers by Country



Churn Rate by Year, Month



Balance by Country



76.49K

Average of Balance

100.09K

Average of EstimatedSalary

Exited Customers

2037

2945

Non_Credit_Card_Holders

4849

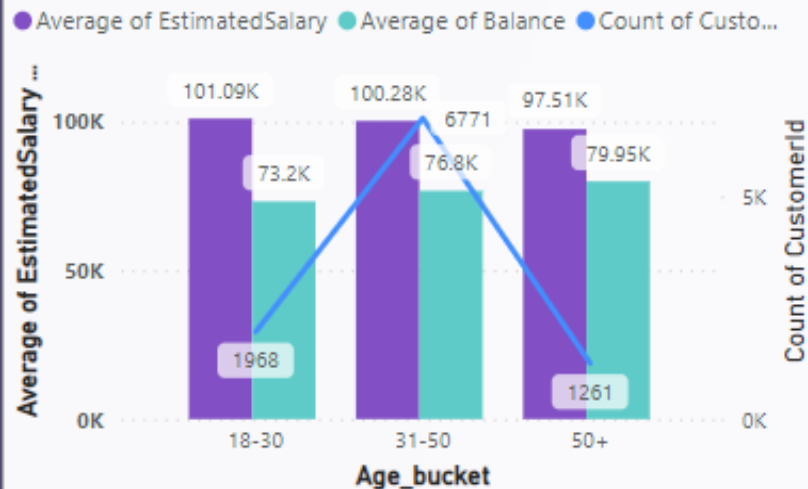
Inactive_Customers

Analytical CRM Development for a Bank

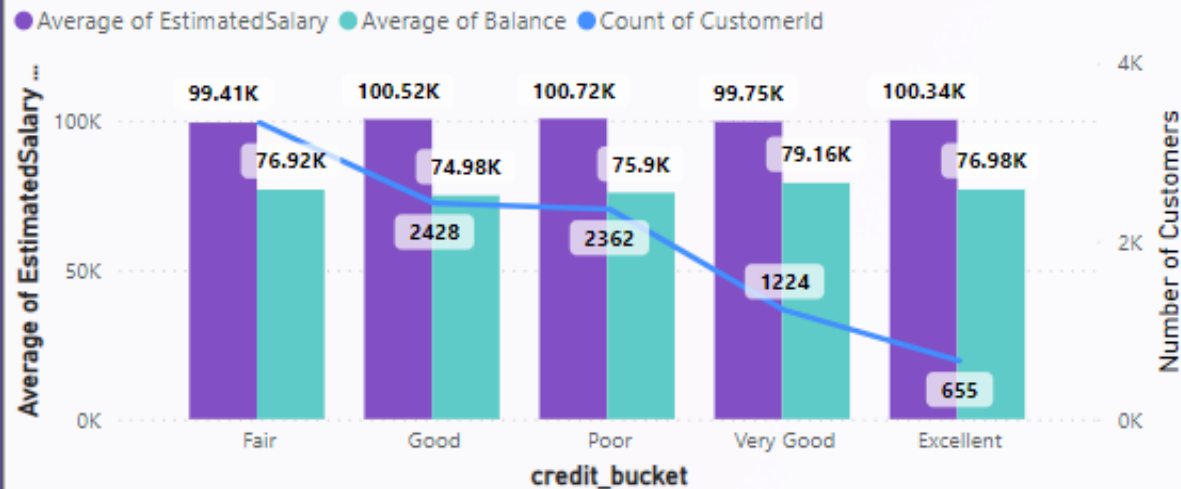
cus_seg
Long term c...
New cus

Year
2016 2017 2018 2019

Number of Customers and Balance by Age



Number of Customers, Salary and Balance by credit_Score



GeographyLoc...

France

Germany

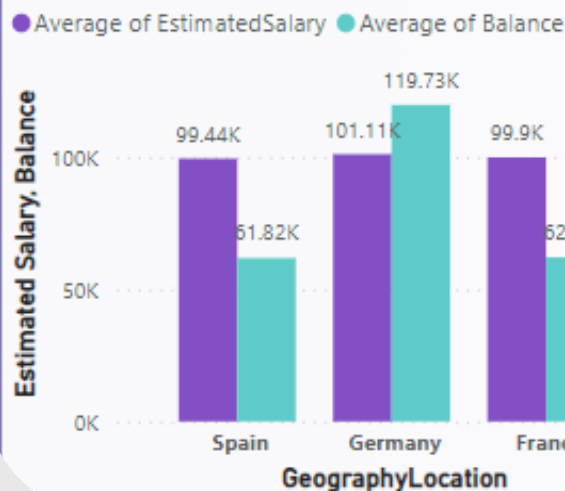
Spain

GenderCa...

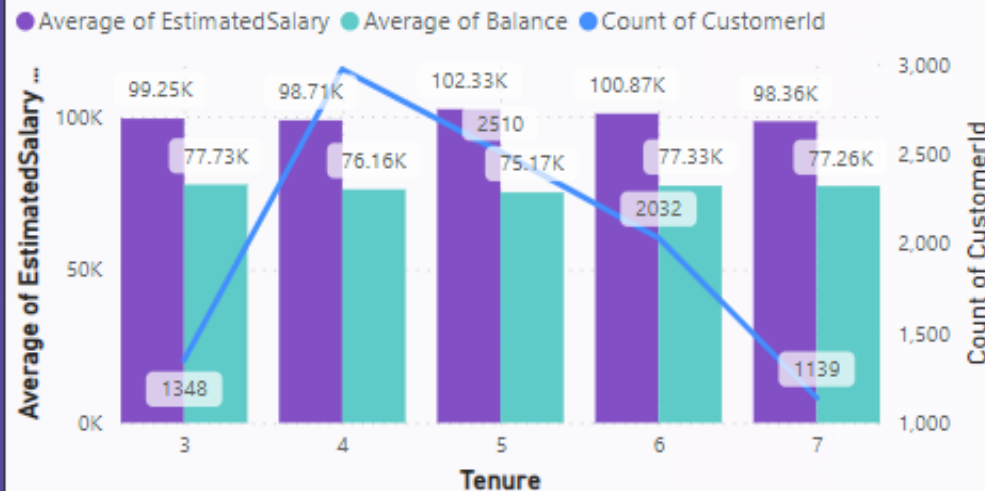
Female

Male

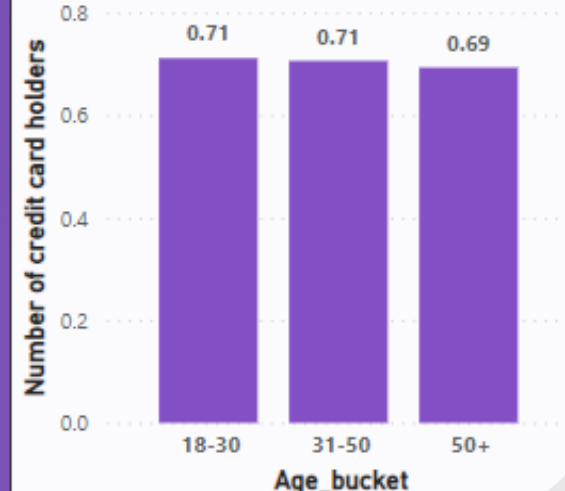
Salary and Balance by location



Balance and Number of Customers by Tenure



Number of Credit card users by Age



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cus_seg

☐ Long term c...

☐ New cus

Year

All

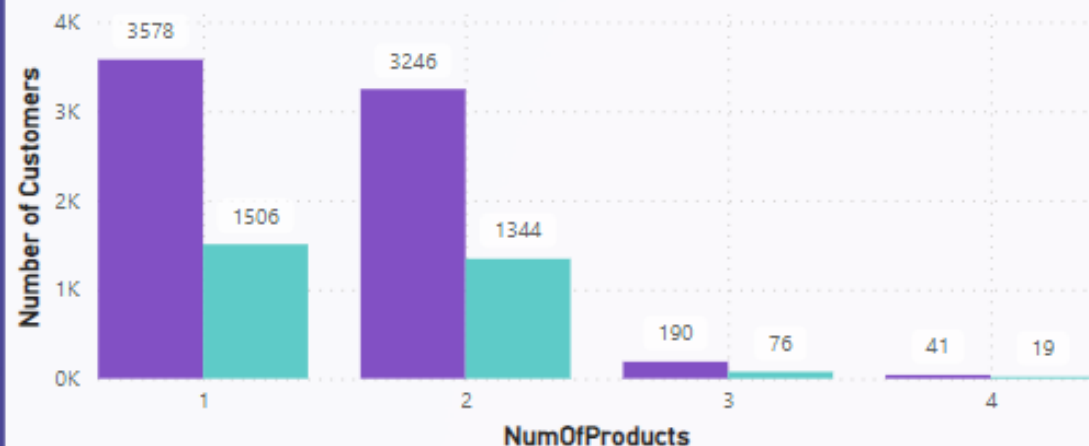
Gender...

☐ Female

☐ Male

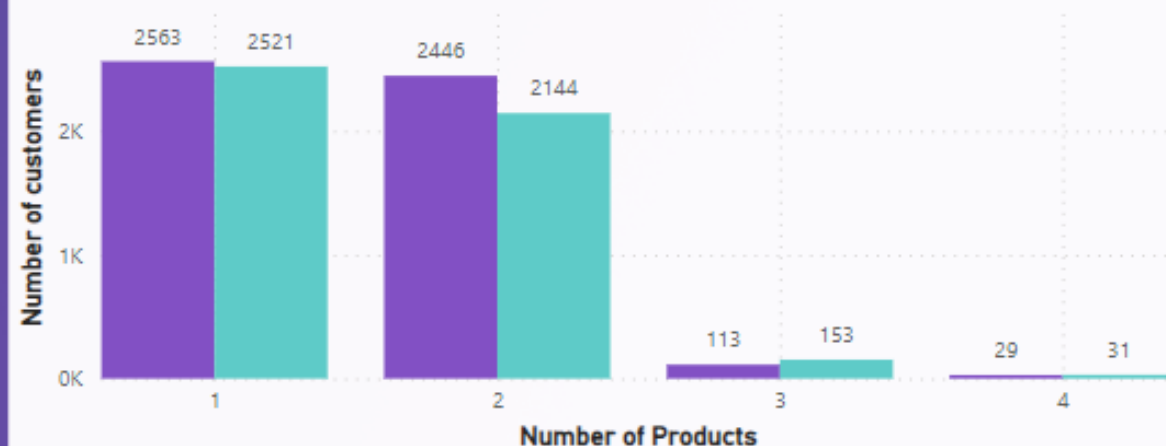
Credit card holders and non credit card holders by Number of products

Category ● credit card holder ● non credit card holder

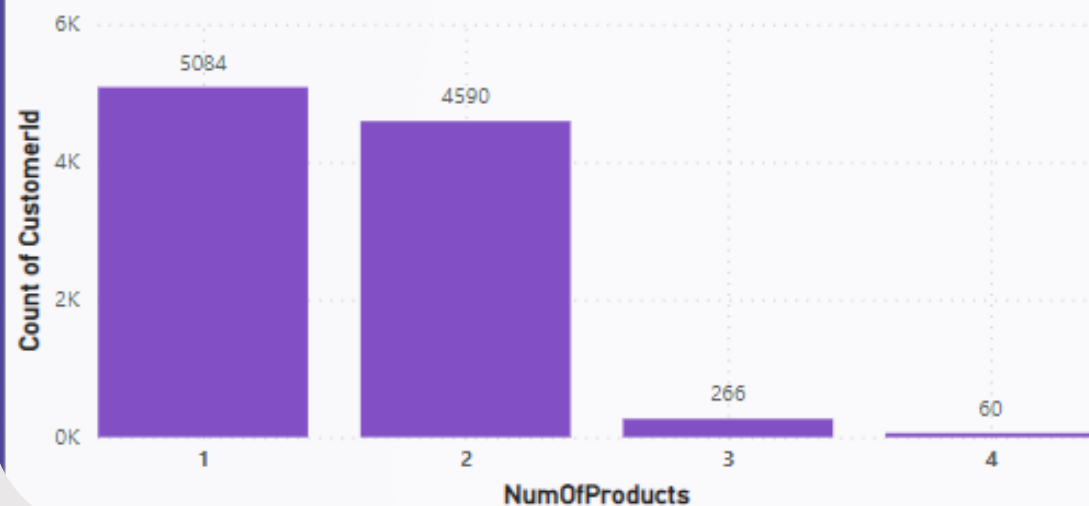


Active category by Number of products

ActiveCategory ● Active Member ● Inactive Member

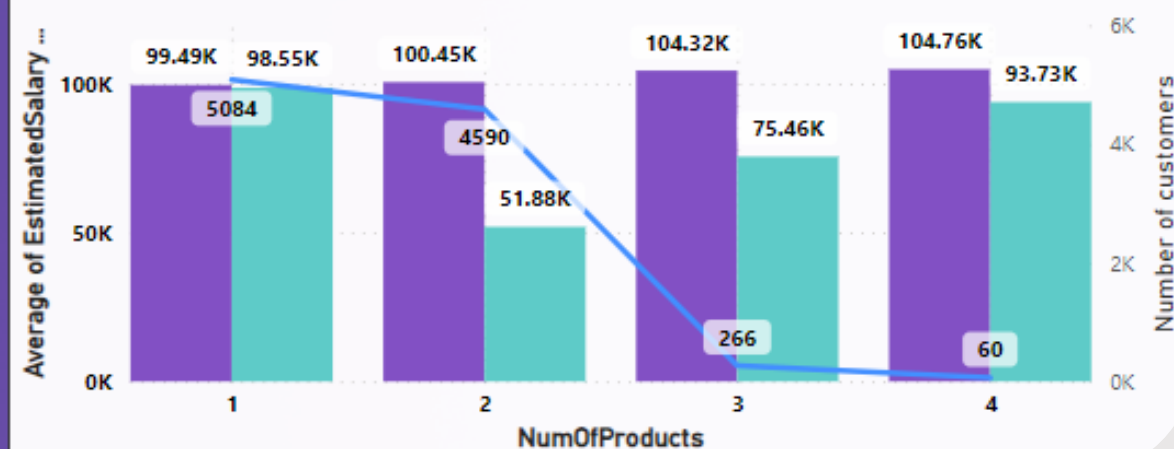


Number of Customers by NumOfProducts



Balance and Number of Products by Exit and Retained customers

● Average of EstimatedSalary ● Average of Balance ● Count of CustomerId



Analytical CRM Development for a Bank

Year

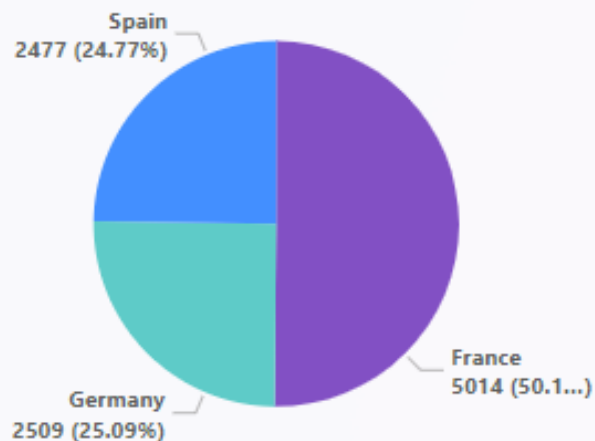
All

GenderCa...

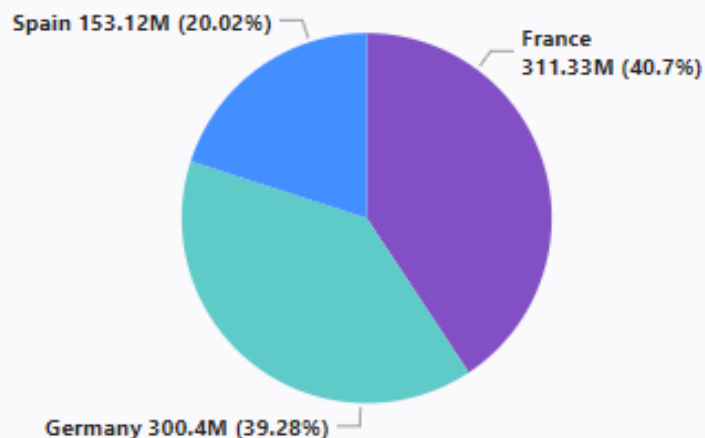
☐ Female

☐ Male

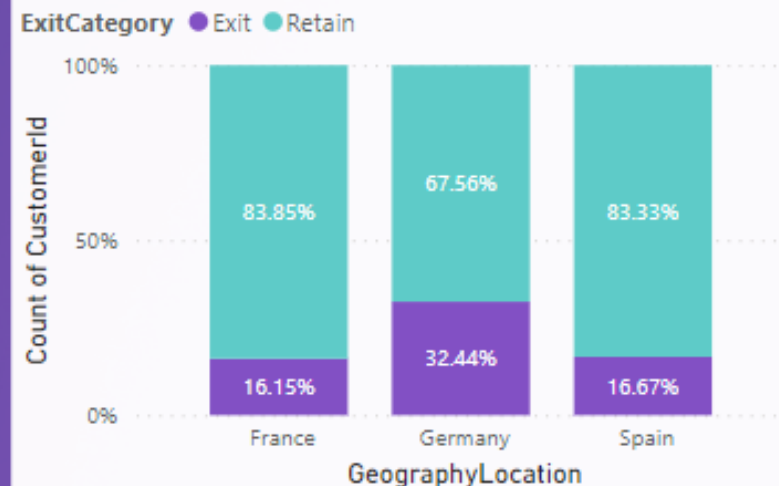
Number of Customers by Country



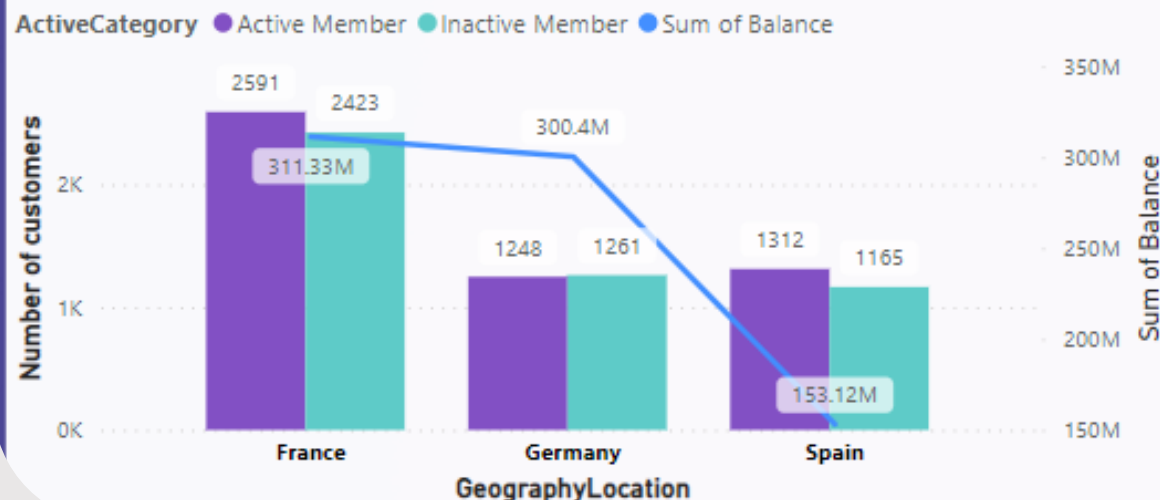
Balance by Country



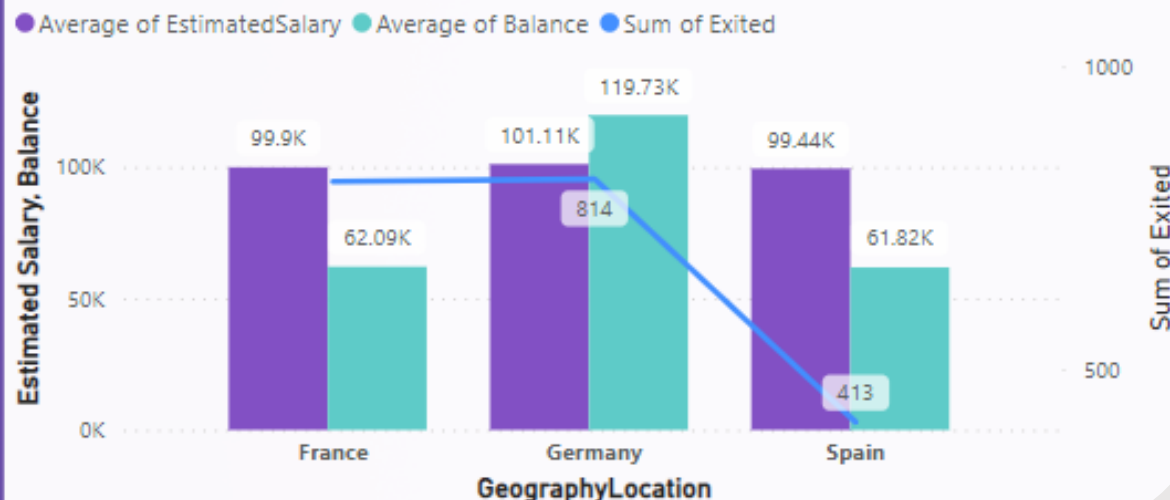
Churn rate by country



Number of Customers and Balance by Country and ActiveCategory



salary and balance of Exit customers by country

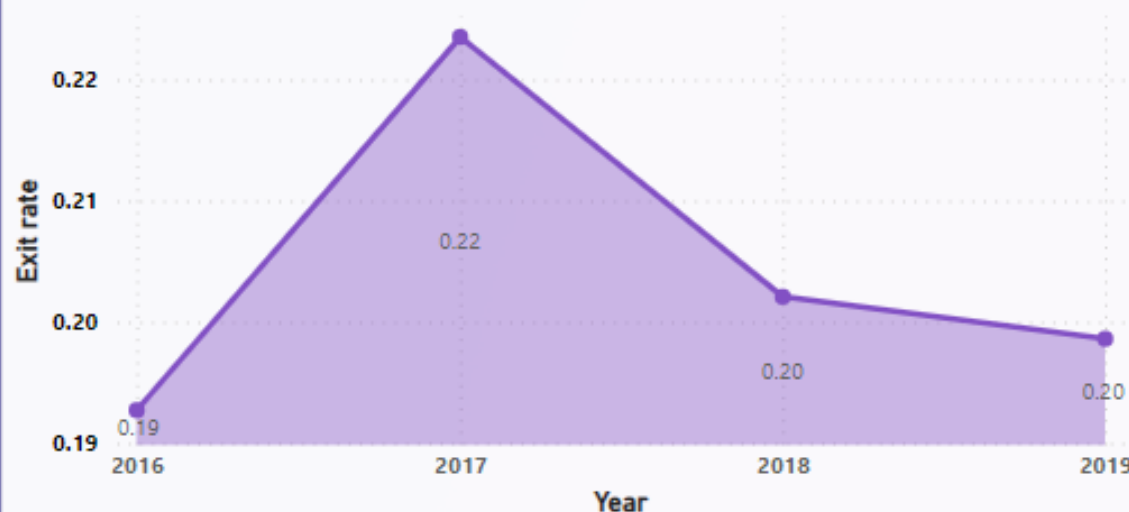


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Exit Rate

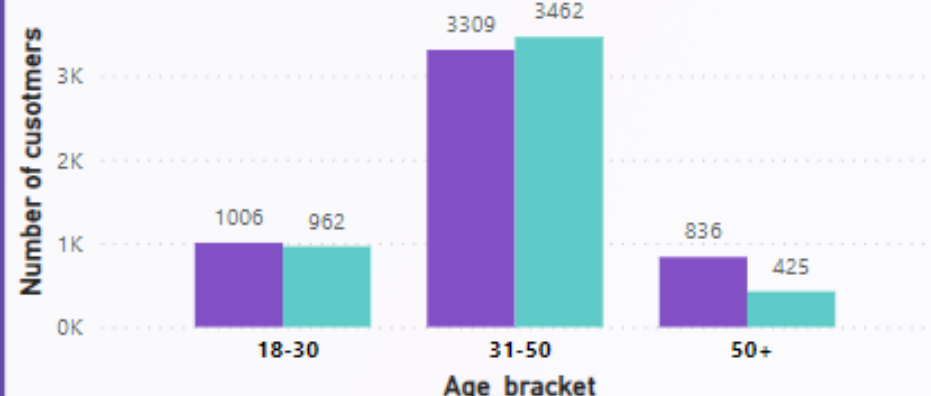
20.37%

Churn Rate by Year, Month



Number of customers by Age bracket, Active category and Exit category

ActiveCategory ● Active Member ● Inactive Member



Year

☐ 2016

☐ 2017

☐ 2018

☐ 2019

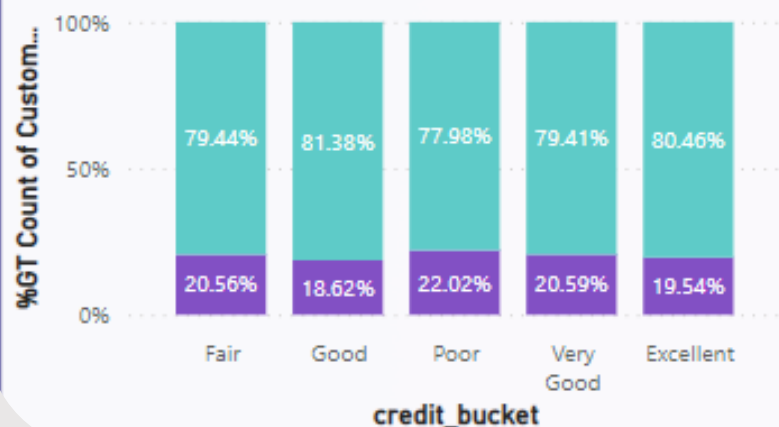
GenderCate...

☐ Female

☐ Male

Churn rate, Retention rate

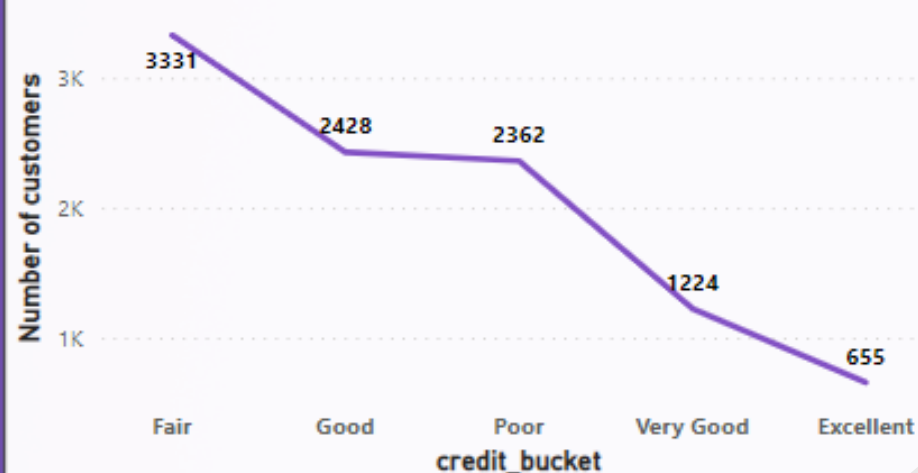
ExitCategory ● Exit ● Retain



Churn rate

GeographyLocation	Category
GenderCategory	credit_bucket
Age_bucket	Number of Products
Year	Active or Inactive

Number of Customers by credit_Score



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Year

All

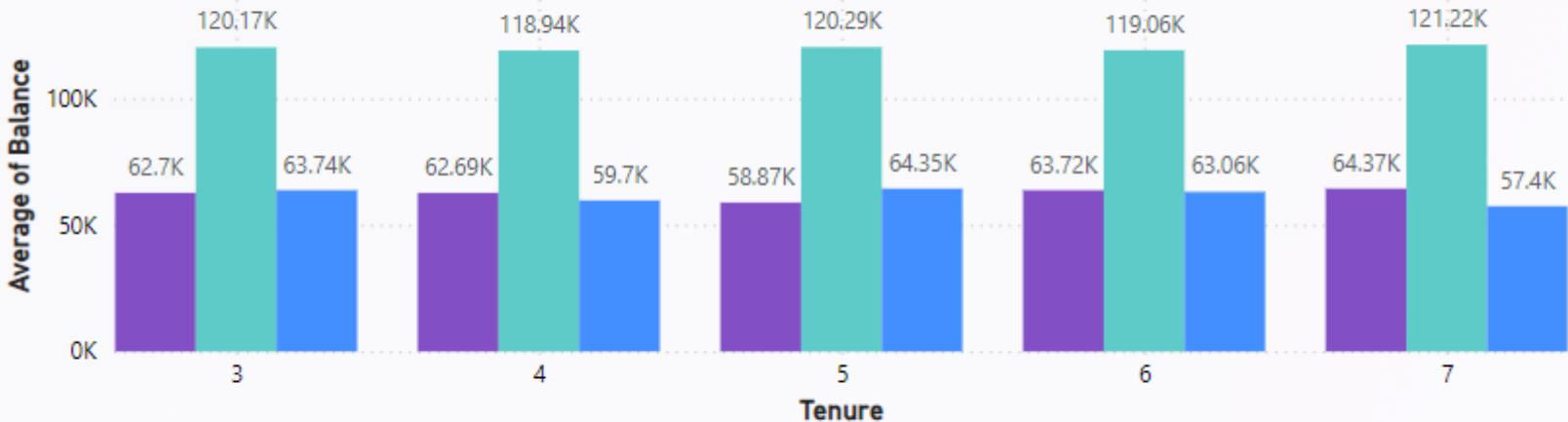
GenderCateg...

☐ Female

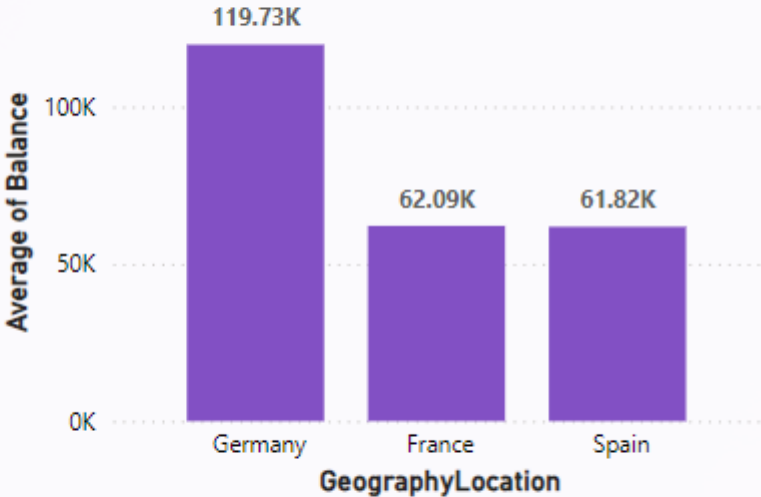
☐ Male

Average of Balance by Tenure and GeographyLocation

GeographyLocation ● France ● Germany ● Spain



Average of Balance by GeographyLocation



Customer Segment

GeographyLocation	Age_bucket	ActiveCategory
GenderCategory	ExitCategory	Category

4.86

Average of Tenure