

# ***Analysing customer churn***

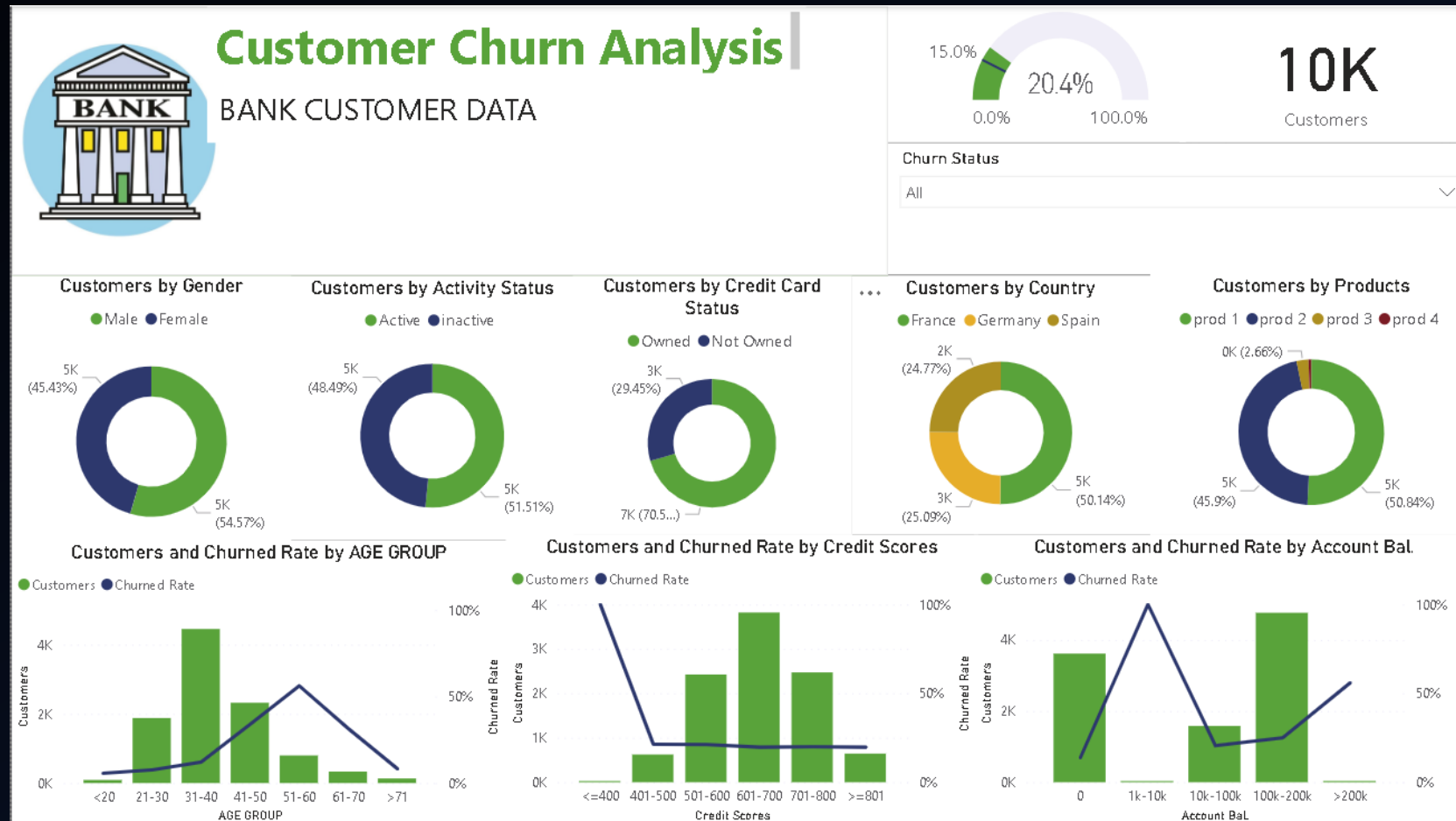
BANK CUSTOMER DATA

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# Data Description

- The Data is basically European Banking data considering France , Spain and Germany countries business.
- The Basic Problem is to identify at what situation churning/ leaving the bank and what is the customer age group mostly churning happened.
- The Differentiators are Age , Rate of churning , Gender, Country , Credit card status and Bank balance.
- Differentiators helped us to Find the insights and also find lot of clear cut information.

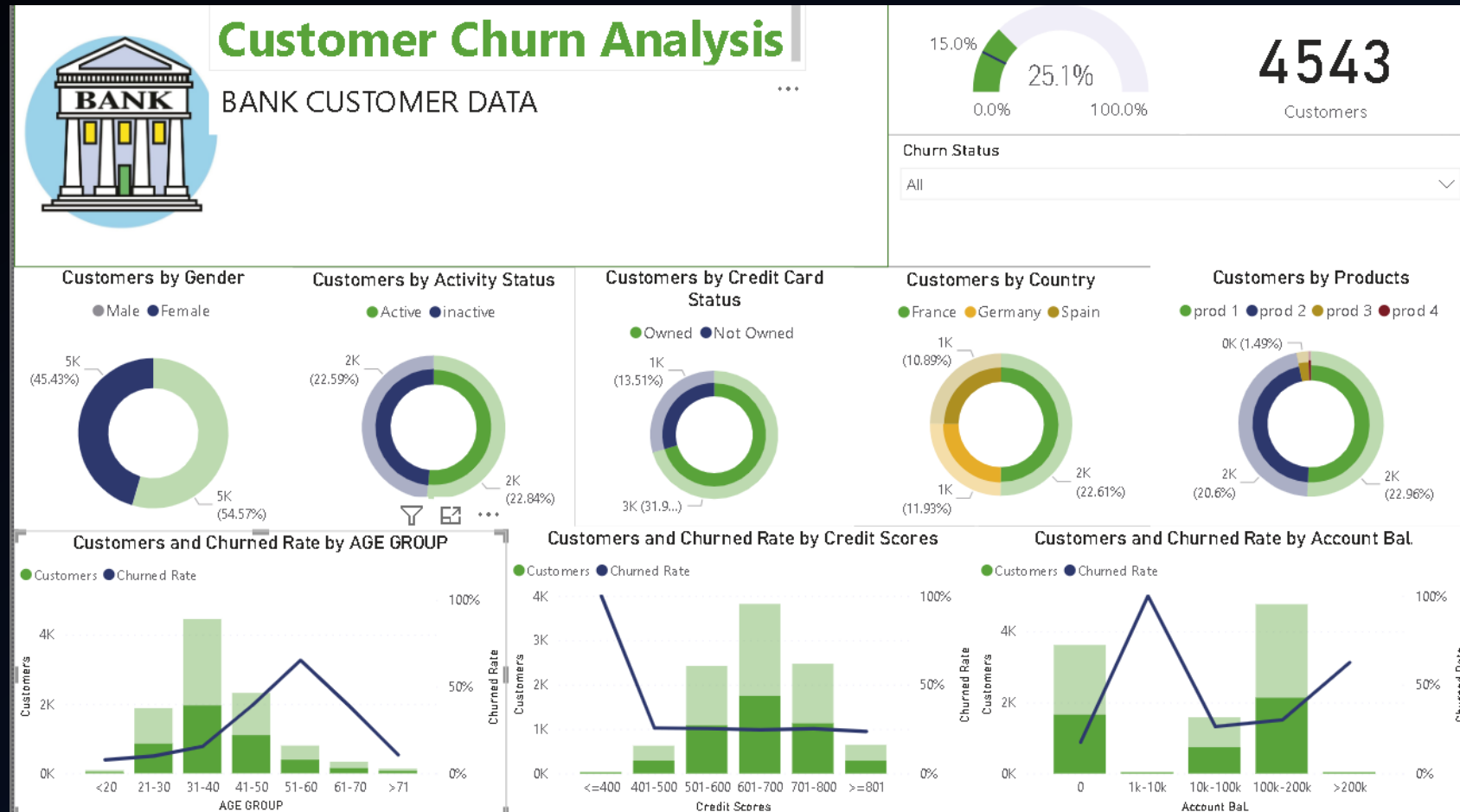
# Churn Analysis



# Churn Rate by Male Gender

- The Male activity status is around 48% Males are inactive and 52% of females are active in the bank also 70% of males having credit cards.
- Coming to churn rate when males taken into consideration the total churned rate would be 25.1% and when we take the out age factor then most churned would be around 30-50 years
- When we take Churned rate as per credit score most of the churned rate in males having credit scores  $\leq 500$
- Coming to Bank balance most females having 1k to 10k are most churned.

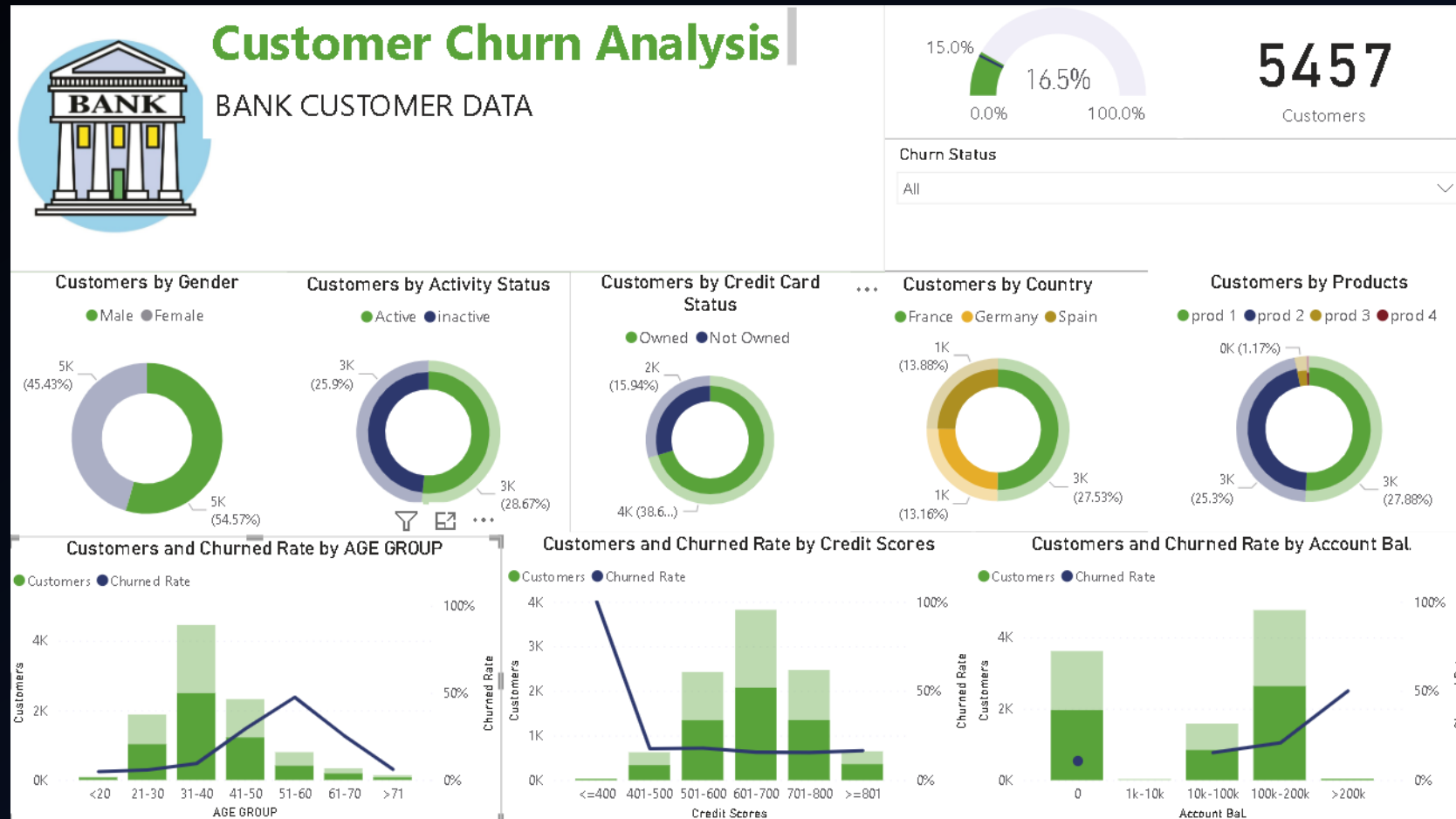
# Churn Rate by Male Gender



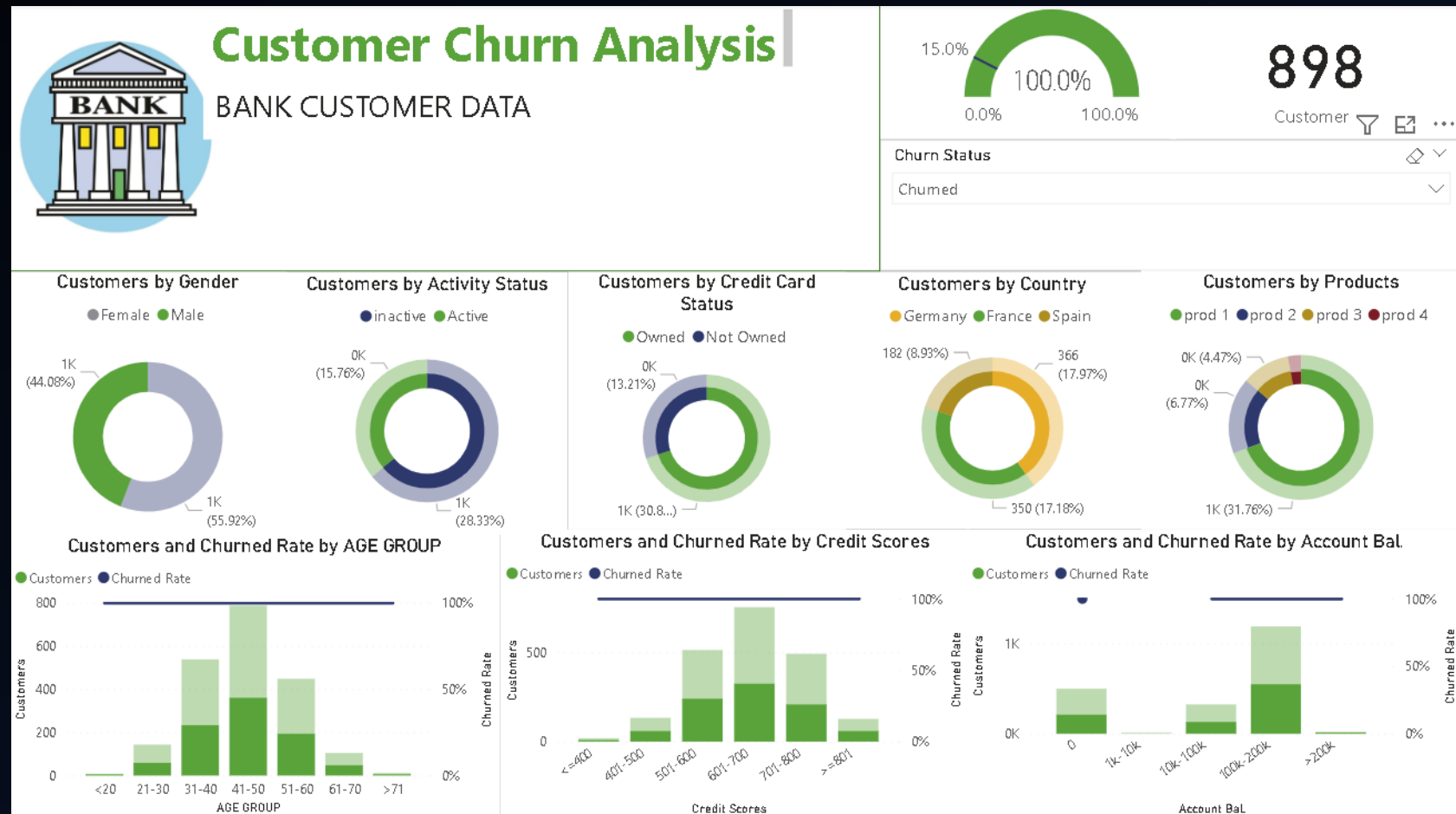
# Churn Rate by Female Gender

- The Male activity status is around 51% ladies are inactive and 49% of females are active in the bank also 71% of females having credit cards.
- Coming to churn rate when females taken into consideration the total churned rate would be 16.5% and when we take the out age factor then most churned would be around 35-45 years
- When we take Churned rate as per credit score most of the churned rate in females having credit scores  $\leq 400$
- Coming to Bank balance most females having above 200k are most churned.

# Churn Rate by Female Gender

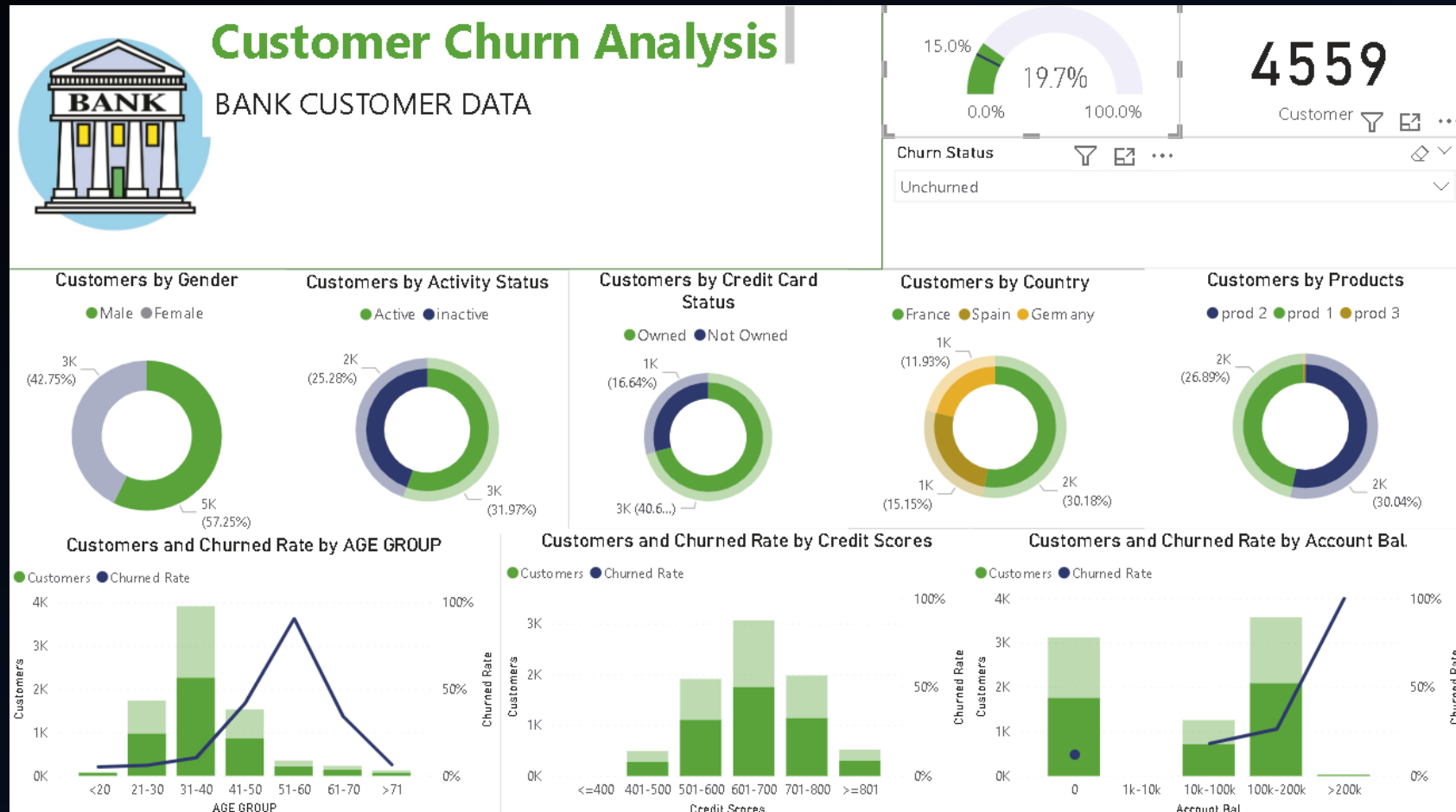


# Rate of churned male

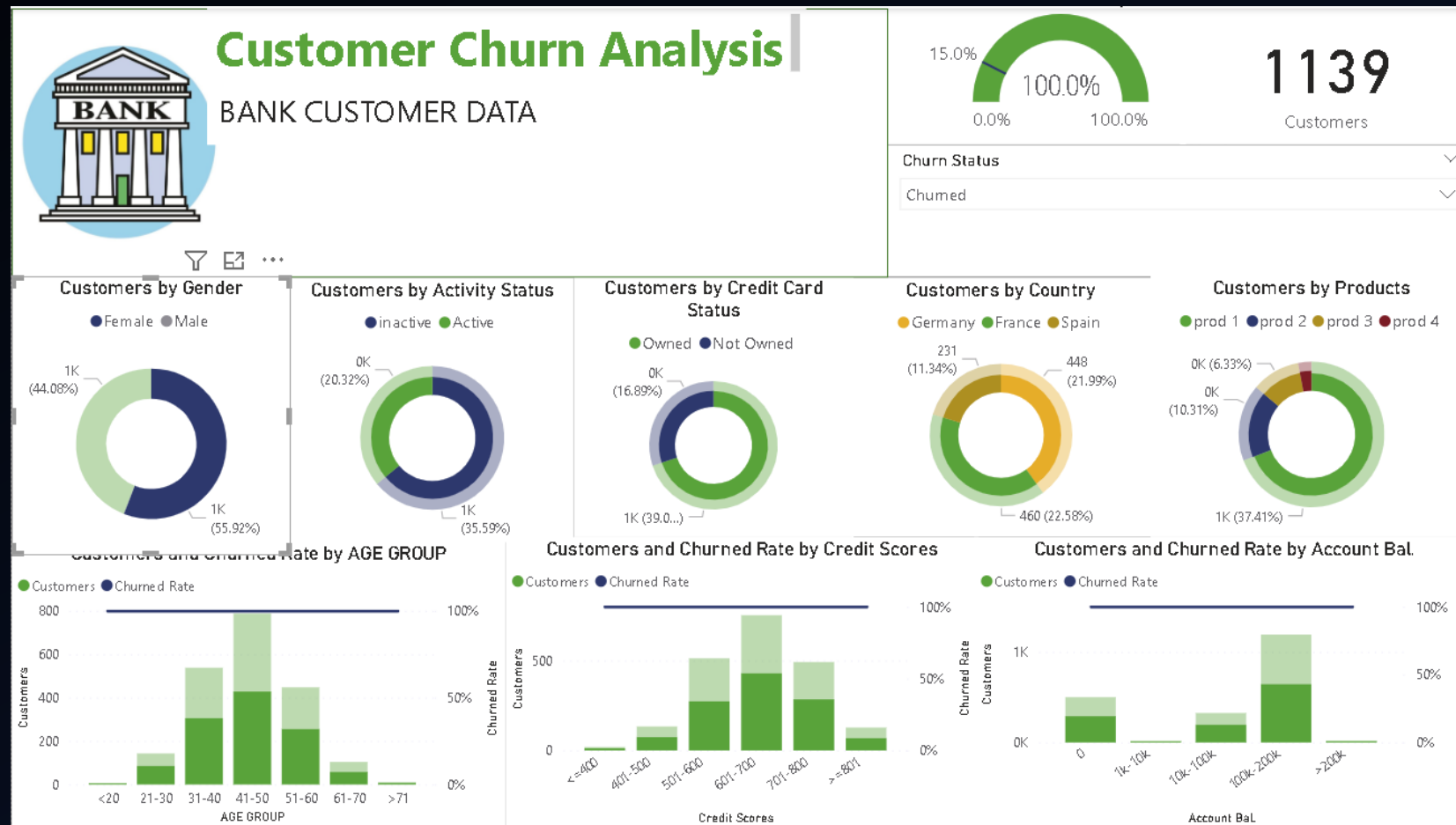




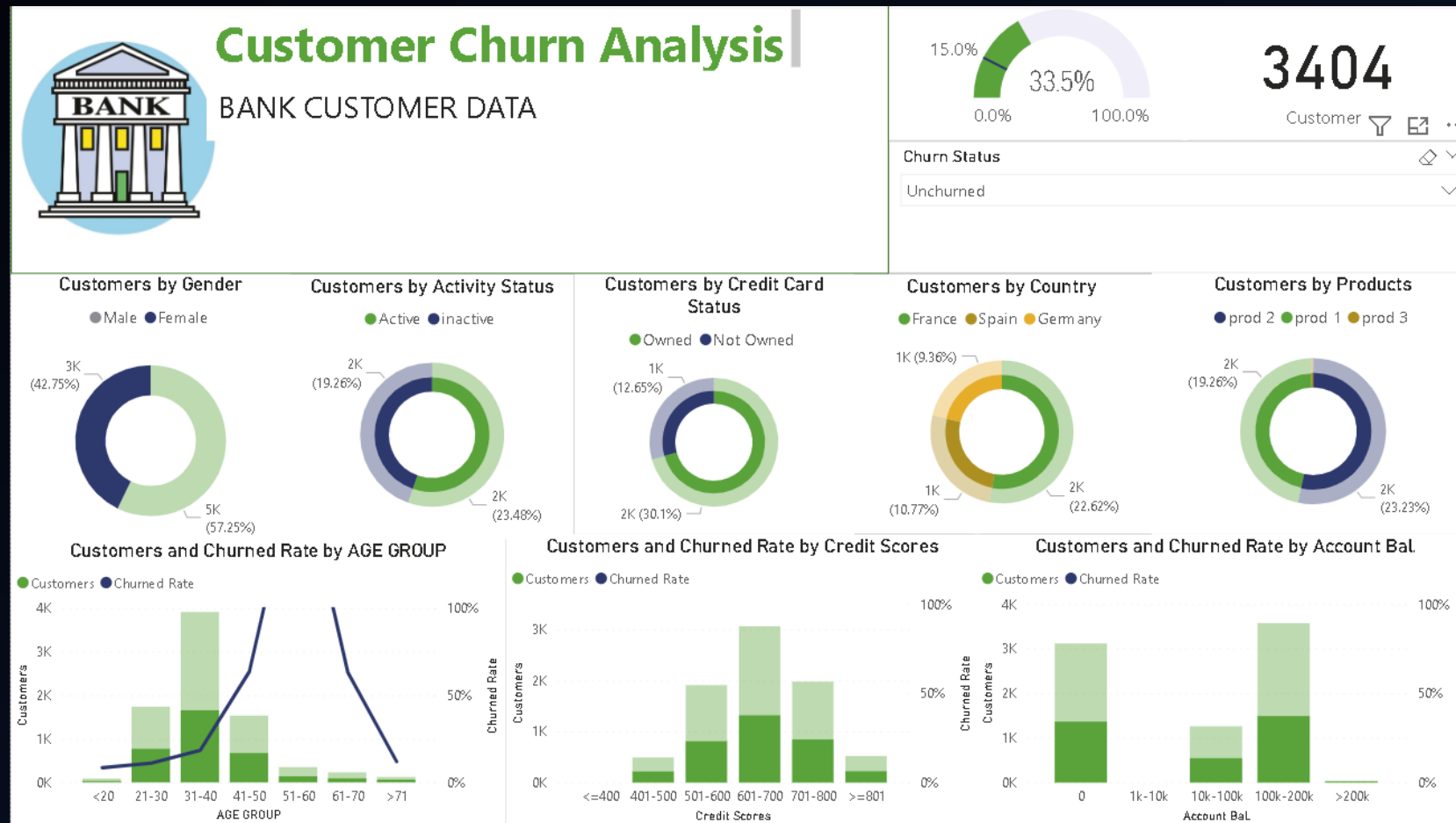
# Unchurn Rate by male Gender



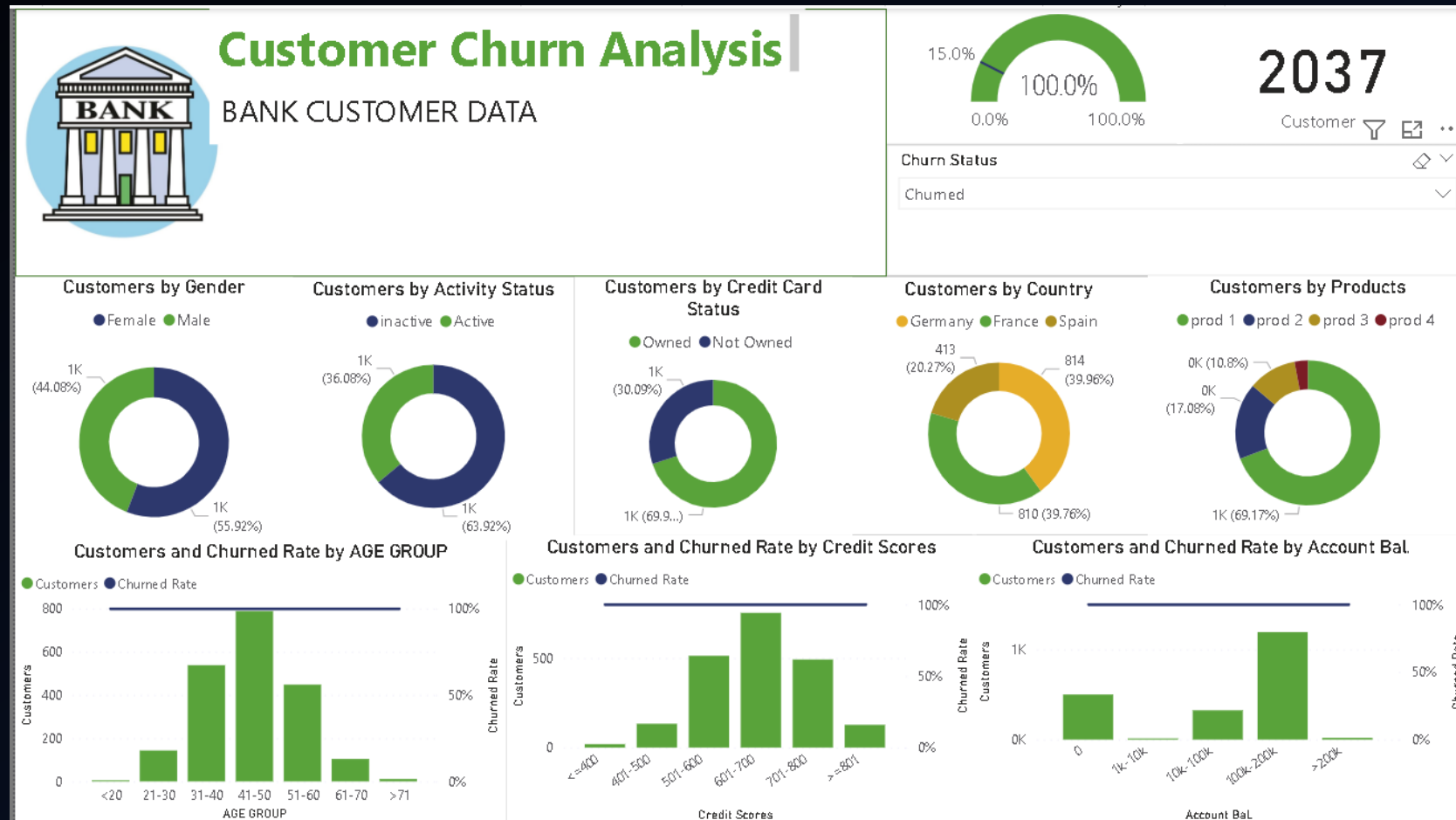
# Churn Rate by female Gender



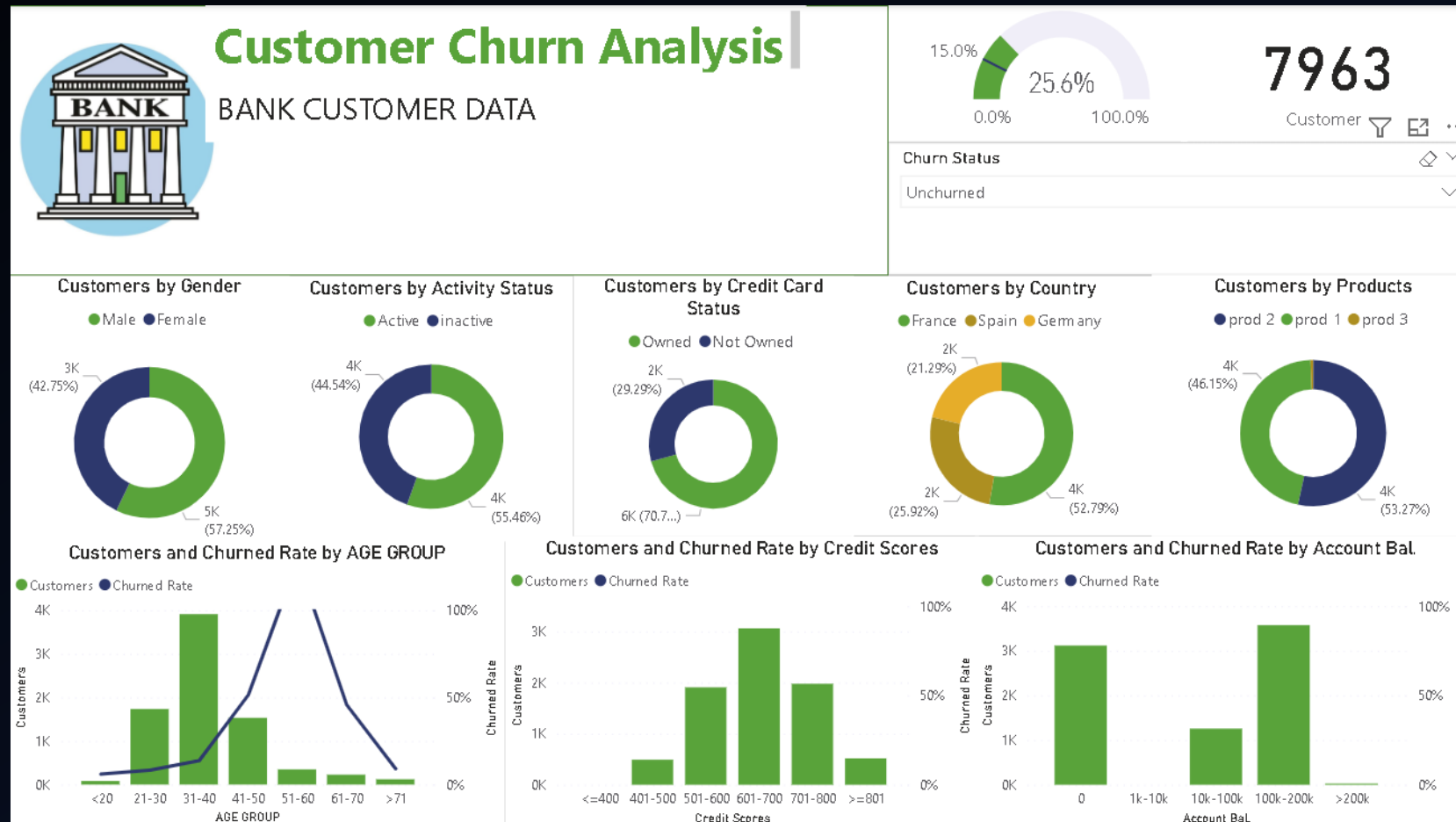
# Unchurn Rate by female Gender



# Churn Rate irrespective of gender



# Churn Rate irrespective of gender





The End