



Customer Churn

Total Customers

10000

Male

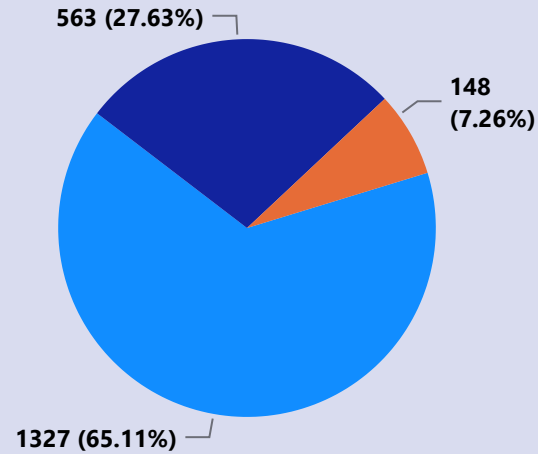
5457
54.57%

Female

4543
45.43%

Sum of Exited by age Group

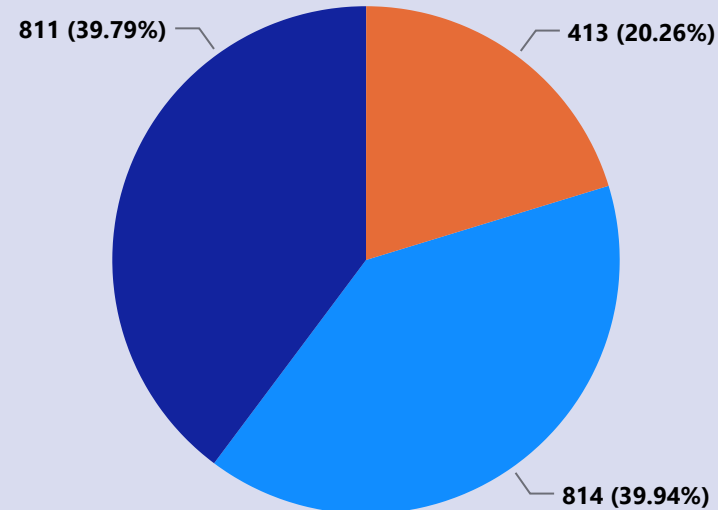
● Adult ● Older ● teenager



Teenager (18-30)
Adult (31-50)
Older (51+)

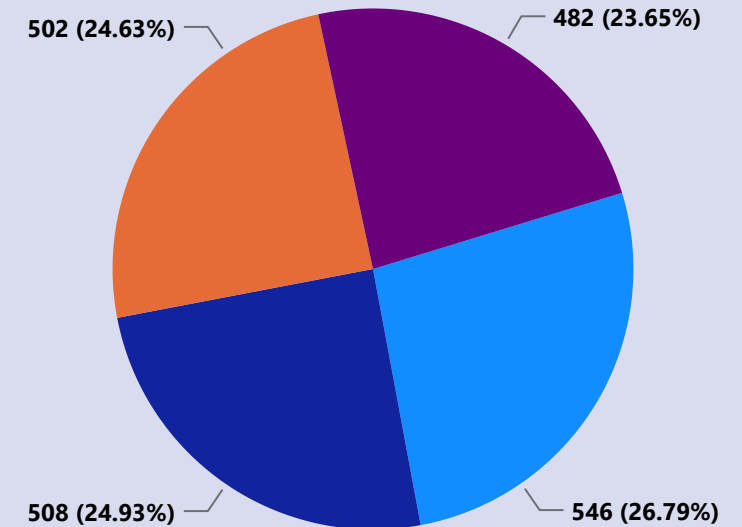
Sum of Exited by Geography

● Germany ● France ● Spain



Sum of Exited by Card Type

● DIAMOND ● PLATINUM ● SILVER ● GOLD





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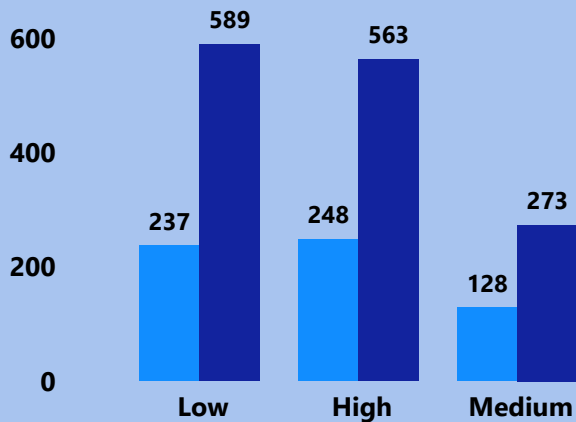
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Sum of Exited by Satisfaction Level and Card

Card ● No ● Yes



Low(1,2)
Medium 3
High (4,5)

Geography	France			Germany			Spain		
Tenure Years	Total Customer	%GT	Sum of Exited	Total Customer	%GT	Sum of Exited	Total Customer	%GT	Sum of Exited
0 Years	205	1.72%		105	1.77%		103	1.18%	
1 Years	529	4.07%		264	5.15%		242	2.16%	
10 Years	243	2.36%		128	2.06%		119	0.54%	
2 Years	525	4.42%		275	3.14%		248	2.31%	
3 Years	491	4.07%		261	4.12%		257	2.26%	
4 Years	512	4.17%		232	3.73%		245	2.06%	
5 Years	485	3.73%		259	4.42%		268	2.11%	
6 Years	503	3.78%		227	3.73%		237	2.11%	
7 Years	552	3.73%		225	2.99%		251	1.96%	
8 Years	465	3.39%		264	4.27%		296	2.01%	
9 Years	504	4.37%		269	4.56%		211	1.57%	
Total	5014	39.79%		2509	39.94%		2477	20.26%	



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1. **Most of customers who exited are from the age group whose age are between 18-30 years old.**
2. **The customers who exited, most of them are from Germany with 39.94% followed by France with 39.79% whereas sum of exited customers from Spain are very low with 20.26%.**
3. **The customers who exited, most of them have DIAMOND card type holders followed by PLATINUM and SILVER.**
4. **Most of customers who exited, have card and have low satisfaction level followed by High satisfaction level customers.**