Churn Analysis | Bank Customer Data

Total Customers

10K

Customers Lost
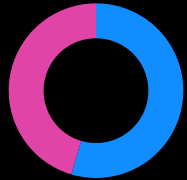
2037

Churn rate

20.37%

Churn rate

15.00% 20.37%

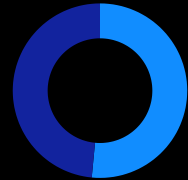**Churn status**

☐ Churned
☐ Not Churned

Total No of customers by Gender
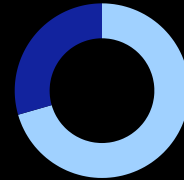
● Male ● Female
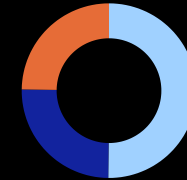
Total No of customers by Active Status

● Active ● Inactive
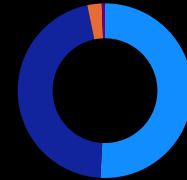
Total No of customers by Credit card
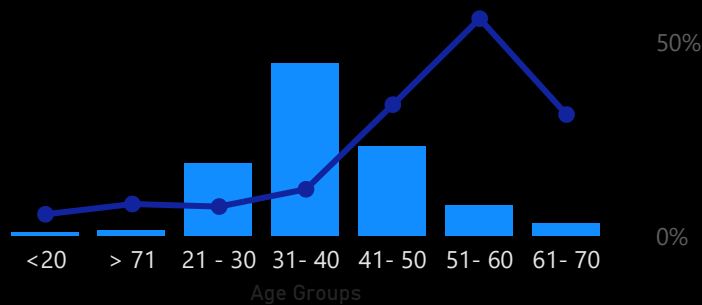
● Owned ● Not Owned

Total No of customers by Country

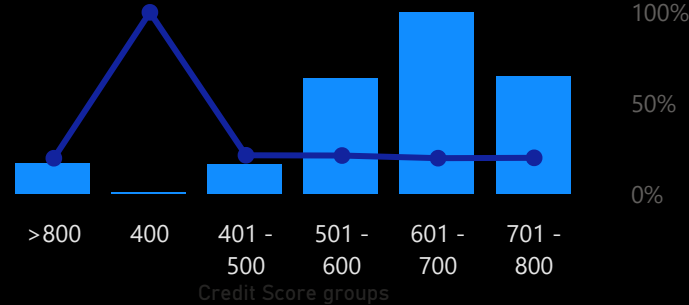● France ● Germany ● Spain

Total No of customers by Products

● Prod 1 ● Prod 2 ● Prod 3

Churn_rate by Age Groups

● Total No of customers ● Churn_rate

50%

0%

<20 > 71 21 - 30 31- 40 41- 50 51- 60 61- 70

Age Groups

Churn_rate by Credit Scores

● Total No of customers ● Churn_rate

100%

50%

0%

>800 400 401 - 500 501 - 600 601 - 700 701 - 800

Credit Score groups

Churn_rate by Accont Balance

● Total No of customers ● Churn_rate

100%

50%

0%

>200k 0 100k-... 10k-1... 1k-10k

Balance Groups