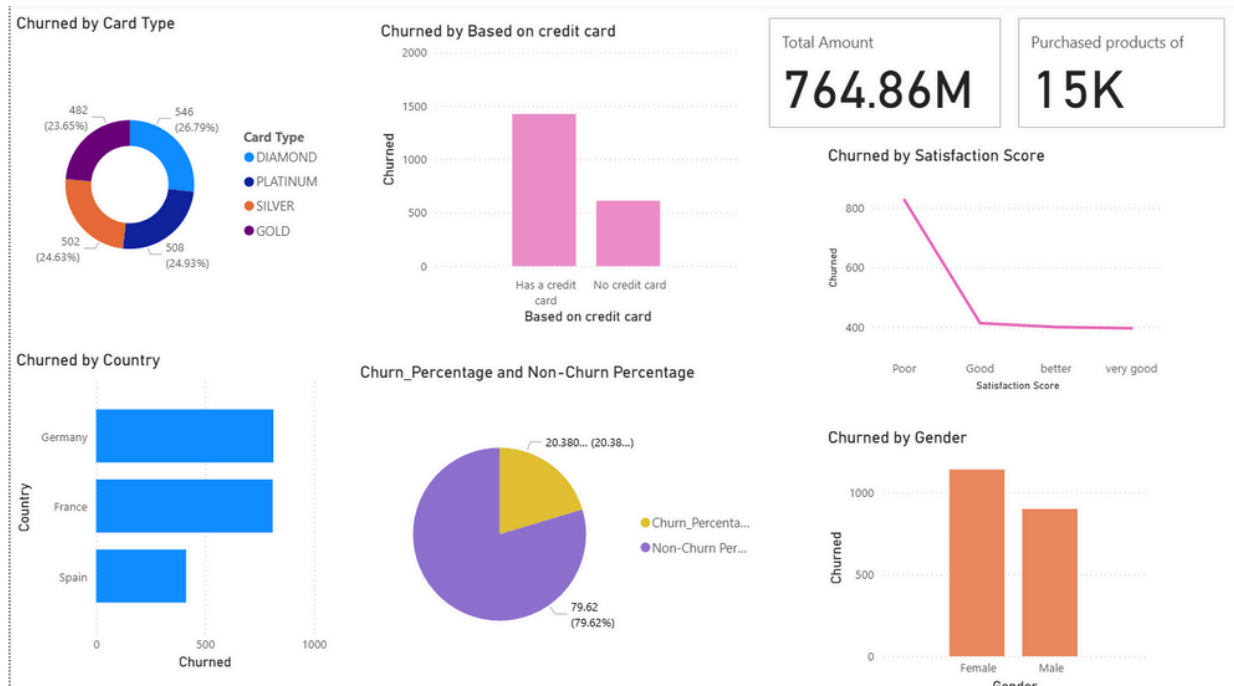# SUMMARY

Bank Customer churn analysis

Key Actions Performed

1. **Data Import & Cleaning**
   - Imported customer data related to churn, card type, satisfaction, gender, and location.
   - Cleaned and preprocessed the data using Power Query to ensure consistency and accuracy.
2. **Data Modeling**
   - Structured the data for analysis by defining necessary relationships and creating DAX measures to compute totals and percentages (e.g., churn percentage).
3. **Visualizations Created**
   - **Donut Chart:** Showed customer churn by card type — DIAMOND had the highest churn (546 customers), followed by GOLD, SILVER, and PLATINUM.
   - **Bar Chart:** Compared churn between customers with and without credit cards — churn is higher among those with credit cards.
   - **KPI Cards:**
     - Total amount transacted: **764.86M**
     - Total products purchased: **15K**
   - **Line Chart:** Displayed churn trend based on satisfaction scores — higher satisfaction correlates with lower churn.
   - **Bar Chart by Country:** Germany and France have higher churn rates than Spain.
   - **Pie Chart:** Visualized **churn (20.38%) vs. non-churn (79.62%)** customers.
   - **Bar Chart by Gender:** Churn is higher among **female** customers than males.
4. **Insights Generated**

- Churn is not evenly distributed and is influenced by card type, gender, satisfaction score, credit card ownership, and country.
- Higher churn in lower satisfaction segments suggests a need for service improvements.
- Female customers and credit card holders show a higher churn tendency.

Outcome

This report provides a clear, visual analysis of churn patterns across various dimensions, helping stakeholders identify **target areas for retention strategies** and improve overall customer satisfaction.