



BANK CHURN ANALYSIS

Summary & Recommendations
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INTRODUCTION

After a thorough analysis of your company's existing and churned customer data, our goal is to share some of those insights and provide a few recommendations based on our findings.

SUMMARY

The Blue Card is the most popular product for both Existing and Churned customers.

The 40-50 yr. age group is the largest demographic for both churned and existing customers.

About 52% of lost customers have completed some form of higher education.

The age group that contributes the least to churn are your 30 and younger category.



RECOMMENDATIONS

Recover churned customers in your largest demographic (40 - 50 age group) and create offerings that appeal to younger age demographics.

A campaign to promote student products or benefits would appeal to users in both a lower income category and a younger age group.

Most customers hold more than one product. Perhaps include additional card offerings to customers who have only one credit card would yield a higher success rate.

