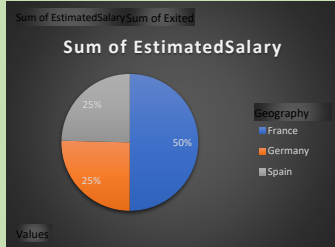


CHURN RATE ANALYSIS DASHBOARD

EXITED CUSTOMERS
2037

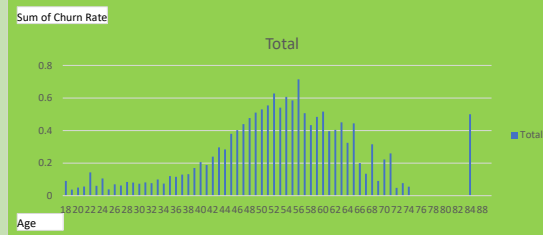
ACTIVE CUSTOMERS
5151

Estimated Salary Against Country



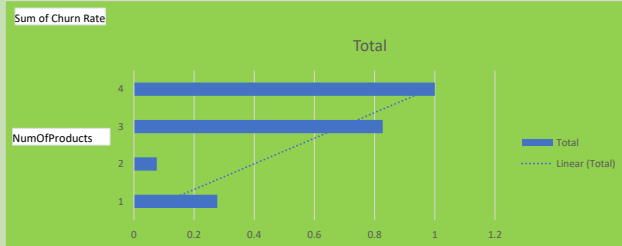
France region has the highest Estimated Salary

Churn Rate against age



High churn rate between 38years and 74 years

Churn Rate against Number of Products



Customers with 3 and 4 products have the highest churn rate

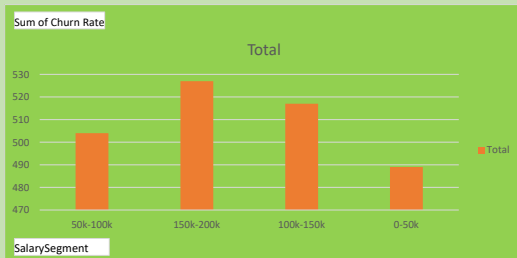
Correlation Analysis between Features and Churn

Correlation Analysis								
	Age	Tenure	Balance	NumOfProducts	HasCrCard	IsActiveMember	EstimatedSalary	Exited
Age	1							
Tenure	-0.01	1						
Balance	0.028308	-0.01225	1					
NumOfProducts	-0.03068	0.013444	-0.30418	1				
HasCrCard	-0.01172	0.022583	-0.01486	0.003183146	1			
IsActiveMember	0.085472	-0.02836	-0.01008	0.009611876	-0.011865637	1		
EstimatedSalary	-0.0072	0.007784	0.012797	0.014204195	-0.009933415	-0.01142143	1	
Exited	0.285323	-0.014	0.118533	-0.047819865	-0.007137766	-0.156128278	0.012096861	1

From the analysis we note that there is a correlation between age, balance and estimated salary with customers exiting.

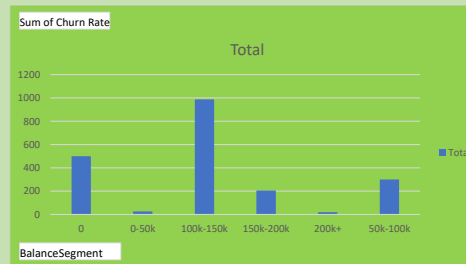
From the analysis we note that there is a correlation between age, balance and estimated salary with customers exiting.

Salary Segmentation Against Churn Rate



Customers with salary between 150k-200k have the highest churn rate

Balance Segmentation Against Churn Rate



Customers with balances between 100k-150k have the highest churn rate