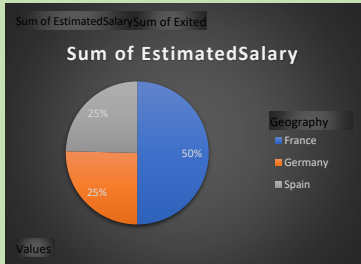


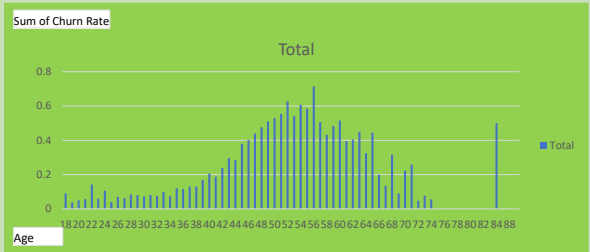
# CHURN RATE ANALYSIS DASHBOARD

## Estimated Salary Against Country



France region has the highest Estimated Salary

## Churn Rate against age



High churn rate between 38years and 74 years

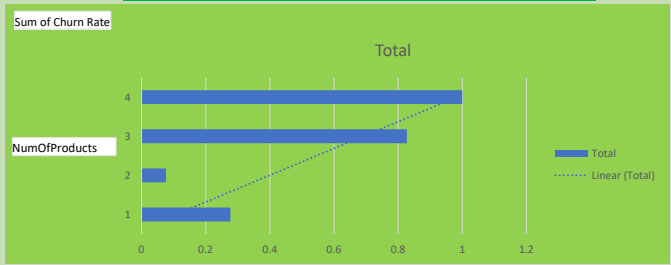
## Correlation Analysis between Features and Churn

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.

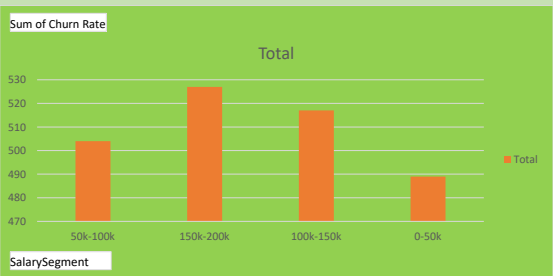
From the analysis we note that there is a correlation between age, balance and estimated salary with customers exiting.

## Churn Rate against Number of Products



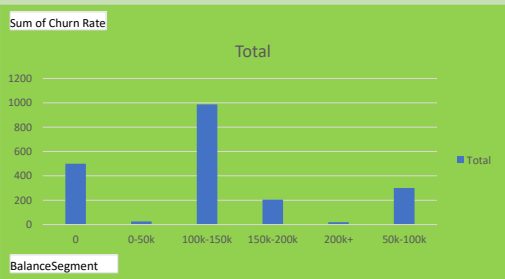
Customers with 3 and 4 products have the highest churn rate

## 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