

Bank Churn Report

from 2016 - 2024

10K

Total Customer During Period

0.20

Churn rate

5151

Total Active Clients

4849

Total Inactive

Income Level

All

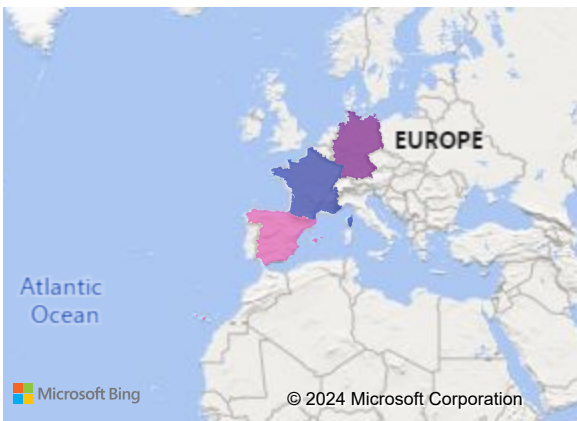
Active Status

All

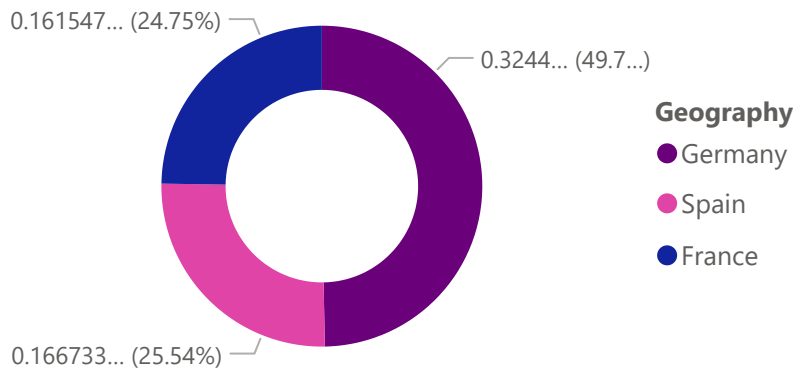
Female

Male

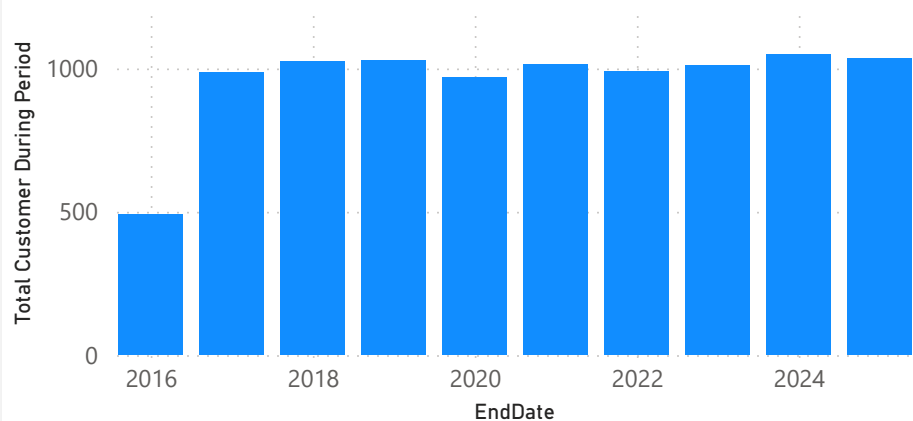
Geogra... ● France ● Germany ● Spain



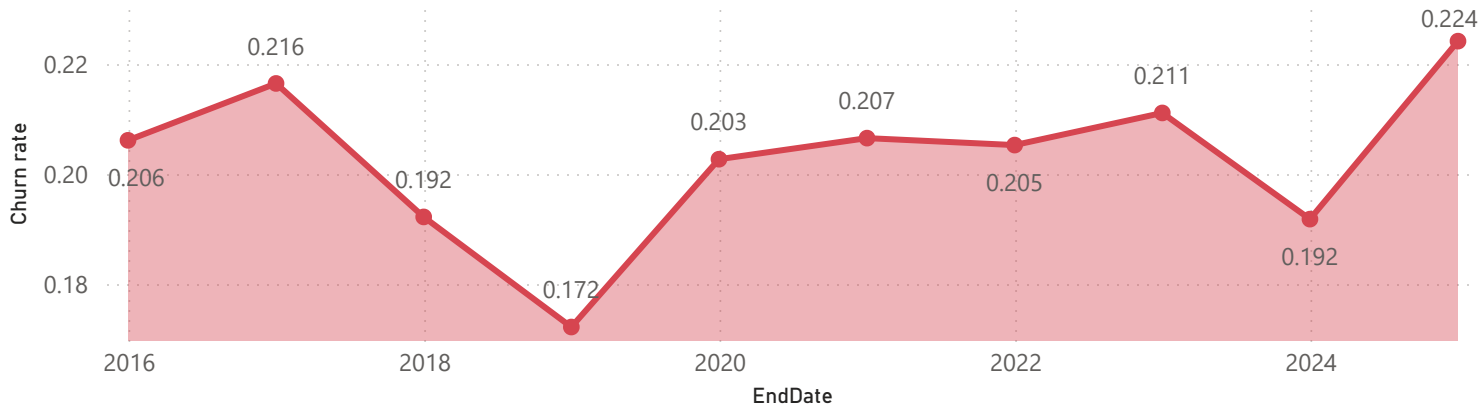
Churn rate by Geography



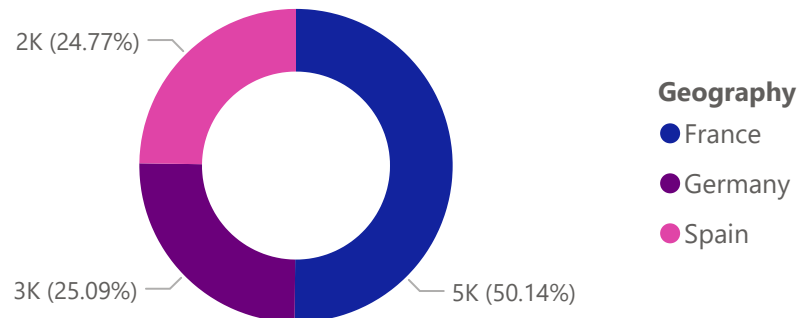
Total Customer During the Period



Churn rate by EndDate



Total Customer During Period by Geography



Account Behaviour Analysis

5151

Total Customers with Credit Card

Active Status

All

Income Level

All

France

Germany

Spain

1

Total Customer During Period 5K

Total Active Clients 3K

Total Inactiv...

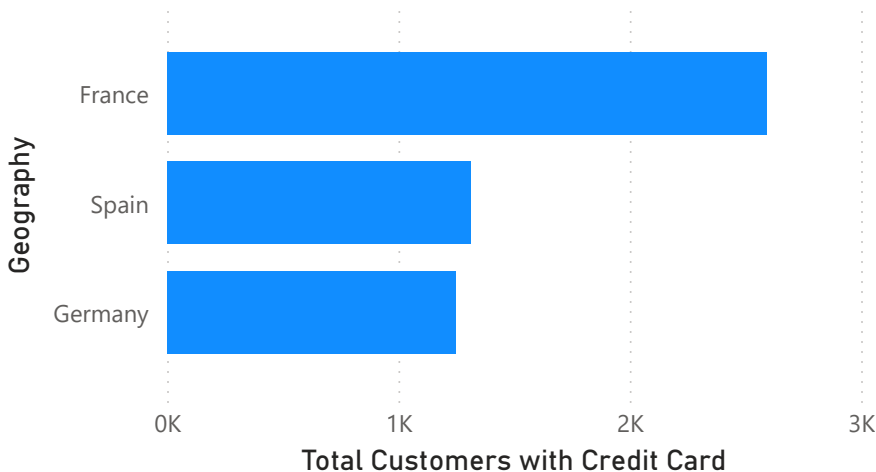
2

Total Customer During Period 5K

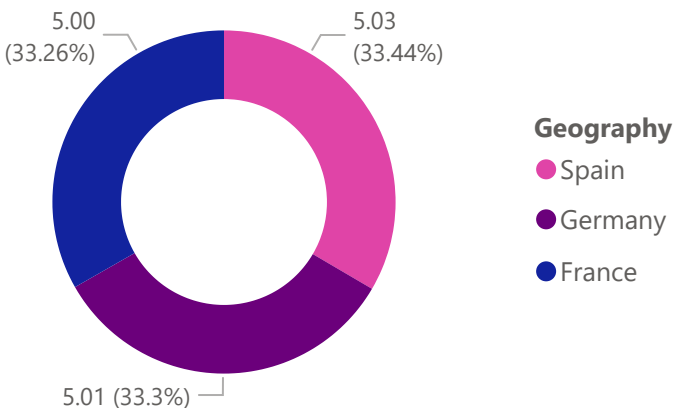
Total Active Clients 2K

Total Inac...

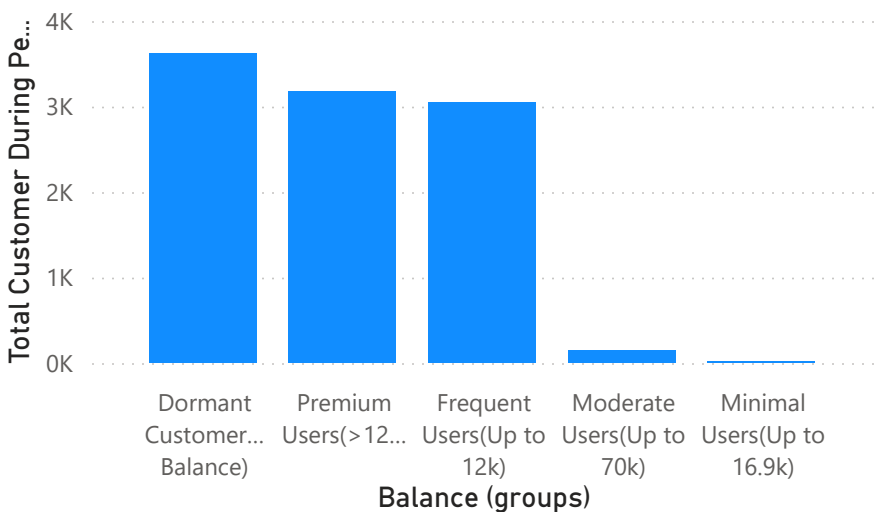
Total Customers with Credit Card by Geography



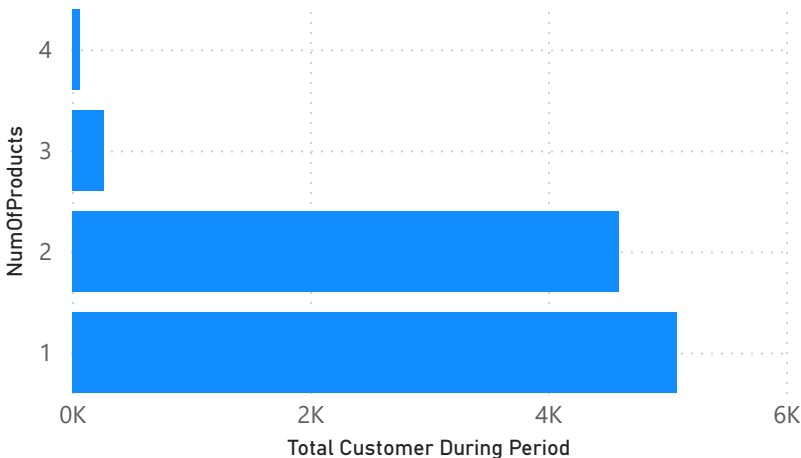
Average of Tenure by Geography



Total Customer During Period by Balance (groups)



Total Customer During Period by NumOfProducts



Churn Analysis Report

Income Level



All



Active Status



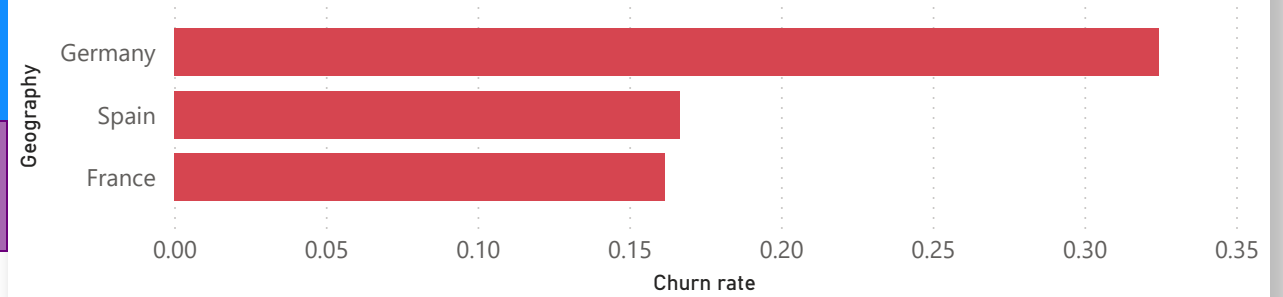
All



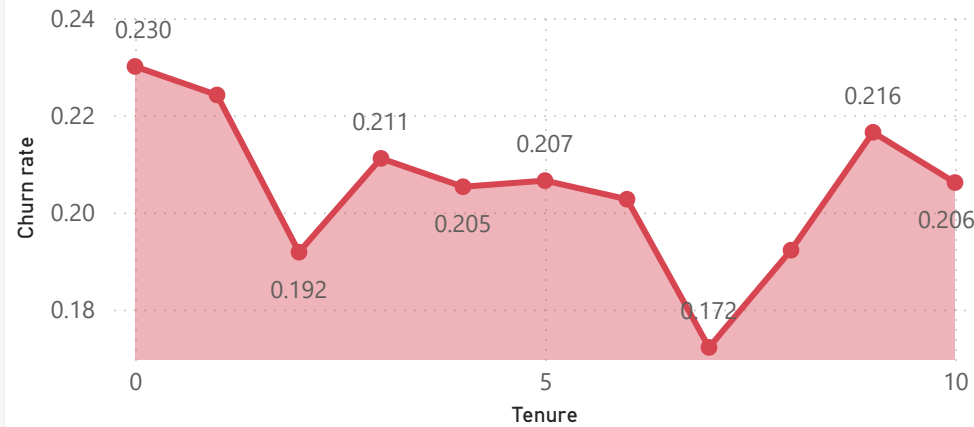
Female

Male

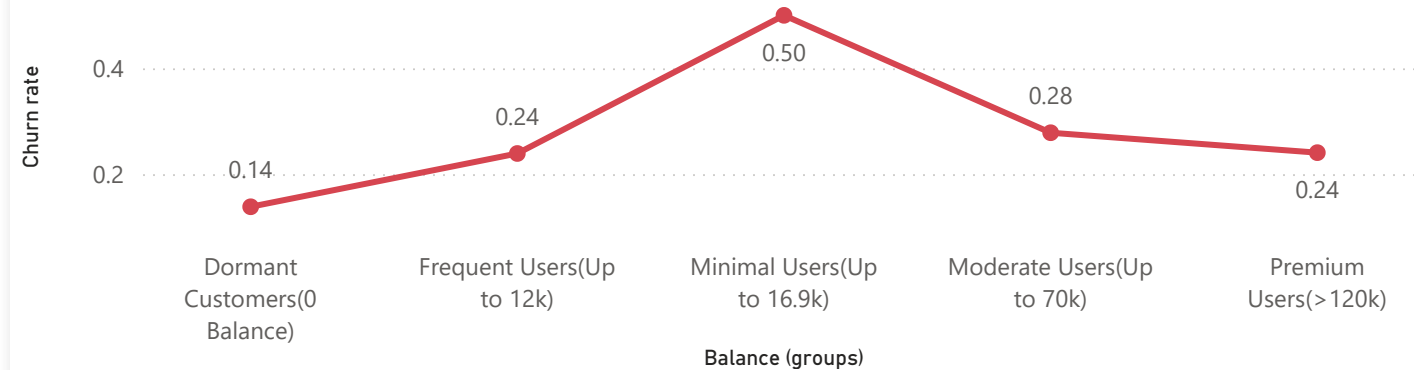
Churn rate by Country



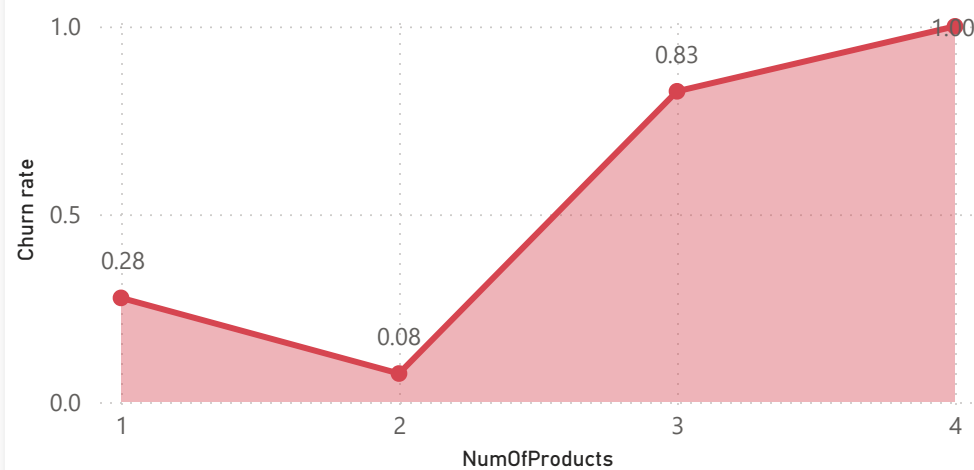
Churn rate by Tenure



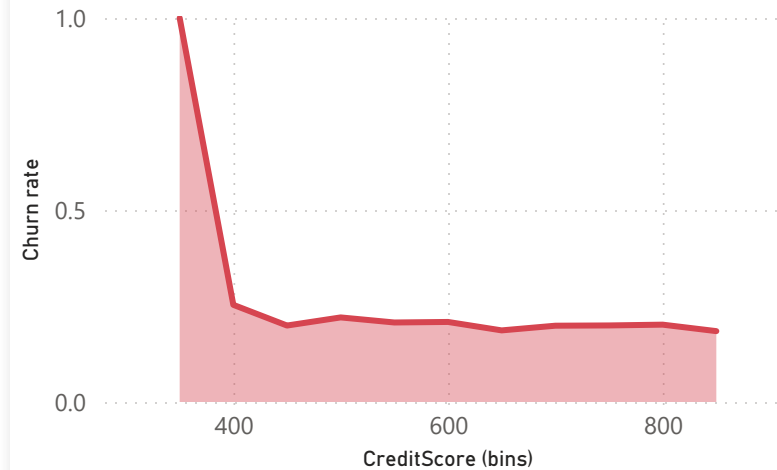
Churn rate by Account Balance (Groups)



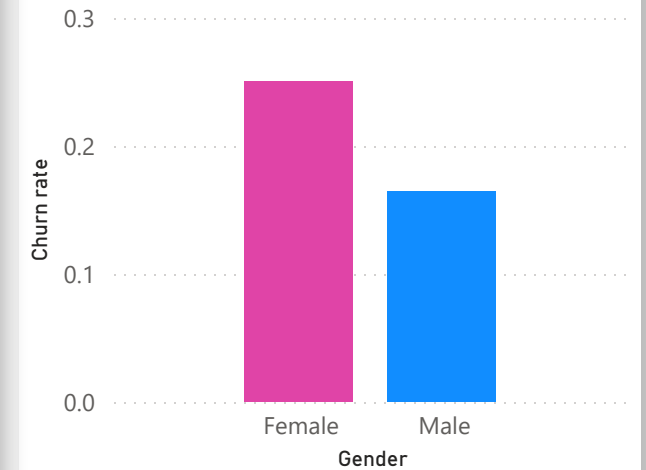
Churn rate by NumOfProducts



Churn rate by CreditScore (bins)



Churn rate by Gender



Demographics Report

Active Status

All

Female

Male

Income Level

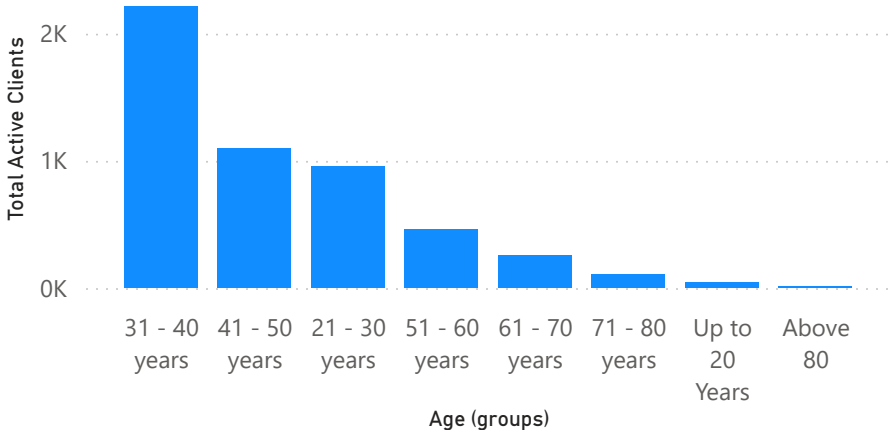
All

France

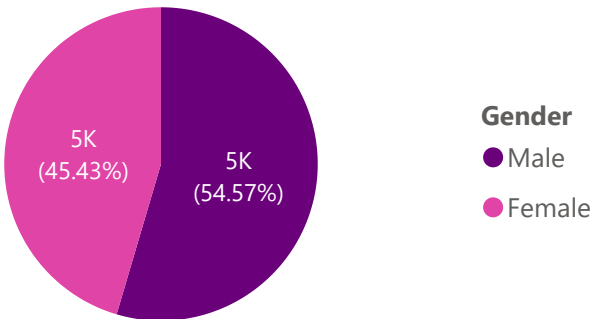
Germany

Spain

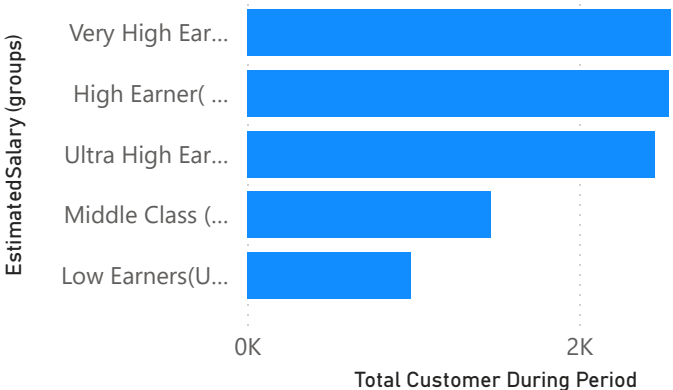
Total Active Clients by Age (groups)



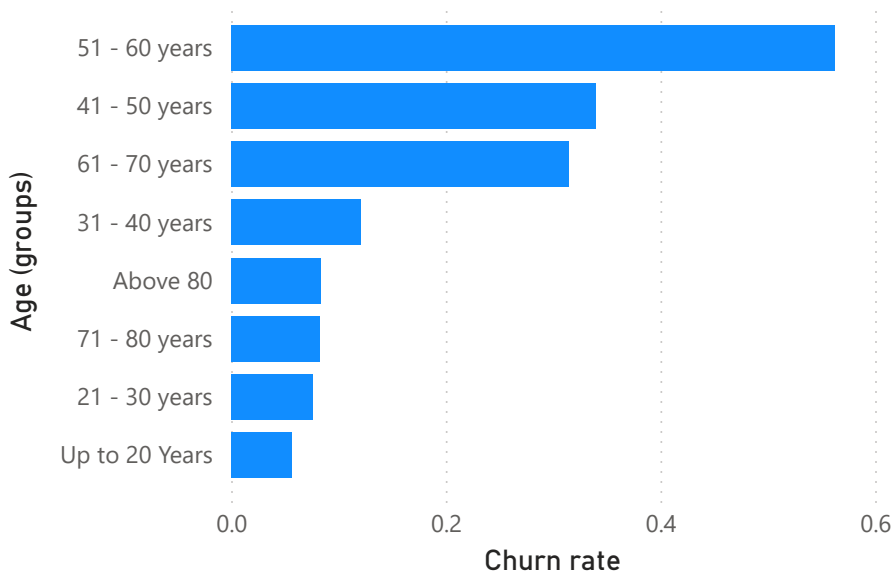
Total Customer During Period by Gender



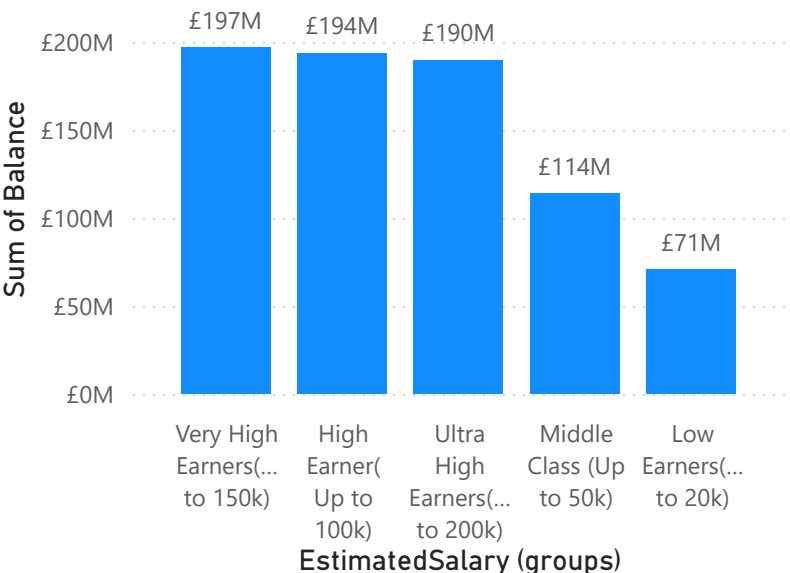
Total Customer During Period by Salary Group



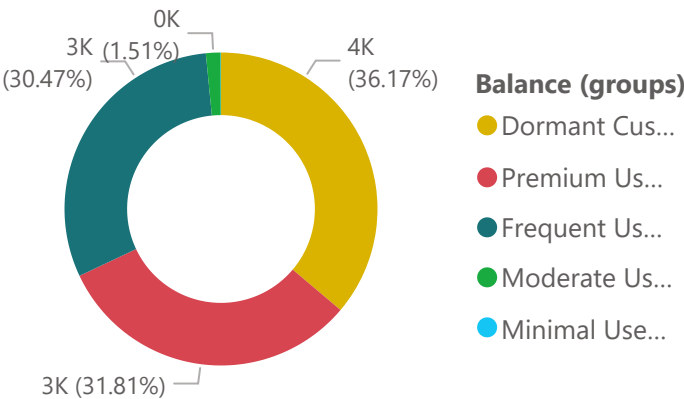
Churn rate by Age (groups)



Sum of Balance by EstimatedSalary (groups)



Total Customer During Period by Balance (groups)



EstimatedSalary (groups)	Geography	Age (groups)	Balance
High Earner(Up to 100k)	France	21 - 30 years	£0
High Earner(Up to 100k)	France	21 - 30 years	£51,116.26
High Earner(Up to 100k)	France	21 - 30 years	£57,657.49
High Earner(Up to 100k)	France	21 - 30 years	£59,697.17
High Earner(Up to 100k)	France	21 - 30 years	£61,581.97
High Earner(Up to 100k)	France	21 - 30 years	£62,339.81
High Earner(Up to 100k)	France	21 - 30 years	£64,097.75
High Earner(Up to 100k)	France	21 - 30 years	£66,201.96
High Earner(Up to 100k)	France	21 - 30 years	£69,413.44
High Earner(Up to 100k)	France	21 - 30 years	£71,264.02
High Earner(Up to 100k)	France	21 - 30 years	£73,112.95
High Earner(Up to 100k)	France	21 - 30 years	£79,144.34
High Earner(Up to 100k)	France	21 - 30 years	£79,562.98
High Earner(Up to 100k)	France	21 - 30 years	£79,715.36
High Earner(Up to 100k)	France	21 - 30 years	£80,673.96
High Earner(Up to 100k)	France	21 - 30 years	£84,284.48
High Earner(Up to 100k)	France	21 - 30 years	£85,225.21
High Earner(Up to 100k)	France	21 - 30 years	£85,646.81
High Earner(Up to 100k)	France	21 - 30 years	£86,270.93
High Earner(Up to 100k)	France	21 - 30 years	£86,616.35
High Earner(Up to 100k)	France	21 - 30 years	£87,413.19
High Earner(Up to 100k)	France	21 - 30 years	£88,378.6
High Earner(Up to 100k)	France	21 - 30 years	£88,814.4
High Earner(Up to 100k)	France	21 - 30 years	£90,537.16
High Earner(Up to 100k)	France	21 - 30 years	£93,522.2
High Earner(Up to 100k)	France	21 - 30 years	£93,577.3
High Earner(Up to 100k)	France	21 - 30 years	£95,984.69
High Earner(Up to 100k)	France	21 - 30 years	£97,544.29
High Earner(Up to 100k)	France	21 - 30 years	£97,612.12
High Earner(Up to 100k)	France	21 - 30 years	£99,339
High Earner(Up to 100k)	France	21 - 30 years	£101,140.76
High Earner(Up to 100k)	France	21 - 30 years	£102,787.42
High Earner(Up to 100k)	France	21 - 30 years	£103,219.47
High Earner(Up to 100k)	France	21 - 30 years	£105,245.34

Active Status

All

Income Level

All

France

Germany

Spain

Female

Male