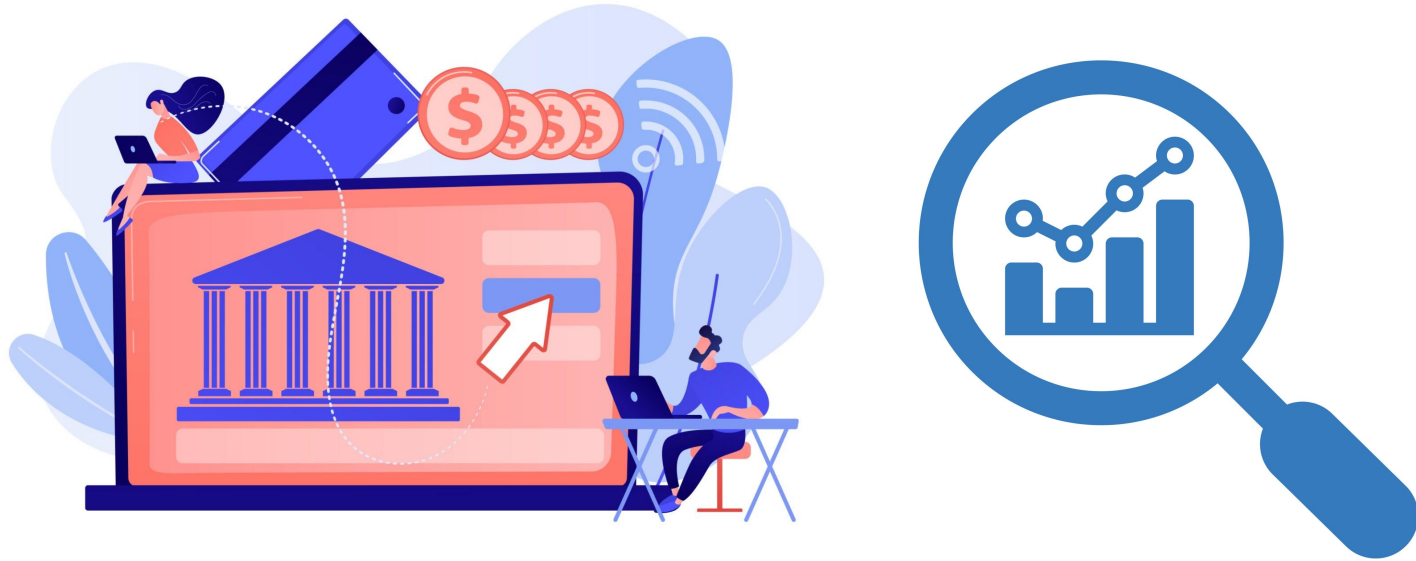# Banking Churn Analysis

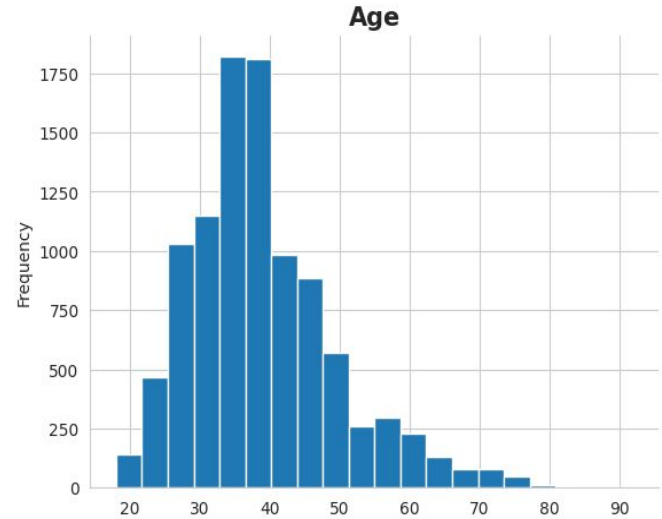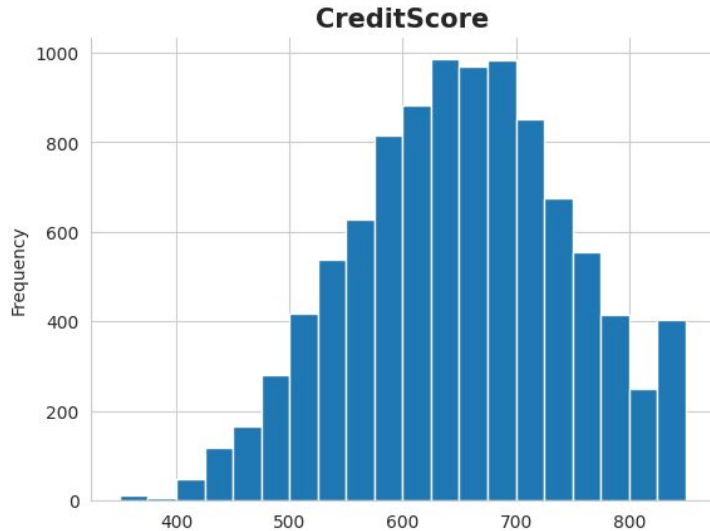# Bank Customer Churn Analysis Summary

This report summarizes the key findings from an analysis of bank customer churn data.

Data Source: Kaggle.

The analysis was conducted using Python, leveraging the Pandas, Matplotlib, and Seaborn libraries within the Google Colab environment.

Data Insights

The most prevalent age group among the customer base is 30-40 years

A significant portion of customers possess credit scores within the 600-700 range

Out of the **total customer base of 10,000**, the churn rate is relatively low, with 2,037 customers having exited

The majority of customers (7,963) are active, with a notably higher proportion of male customers compared to female customers

Chrun Count
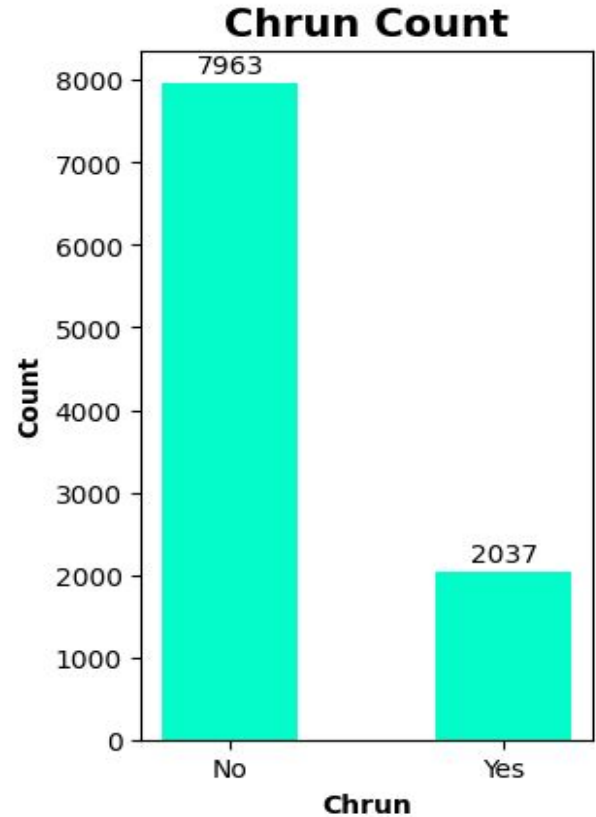
Interestingly, the proportion of female customers among those who churned is higher than that of male customers.



chrun by Gender

Chrun % by Gender
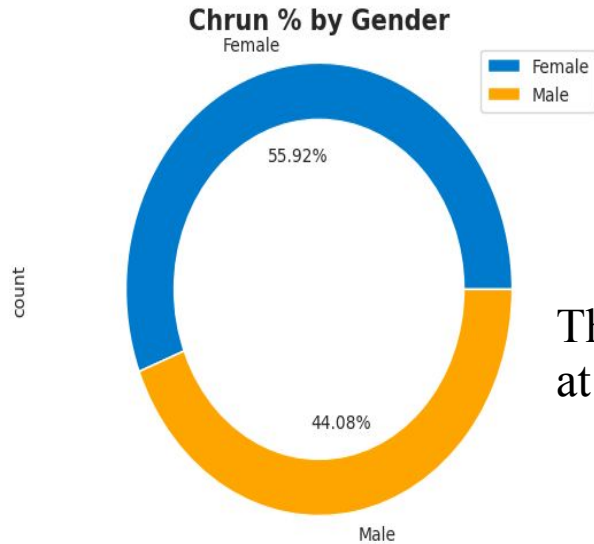
The churn rate for female customers is significantly higher at 55.92%, compared to 44.08% for male customers.
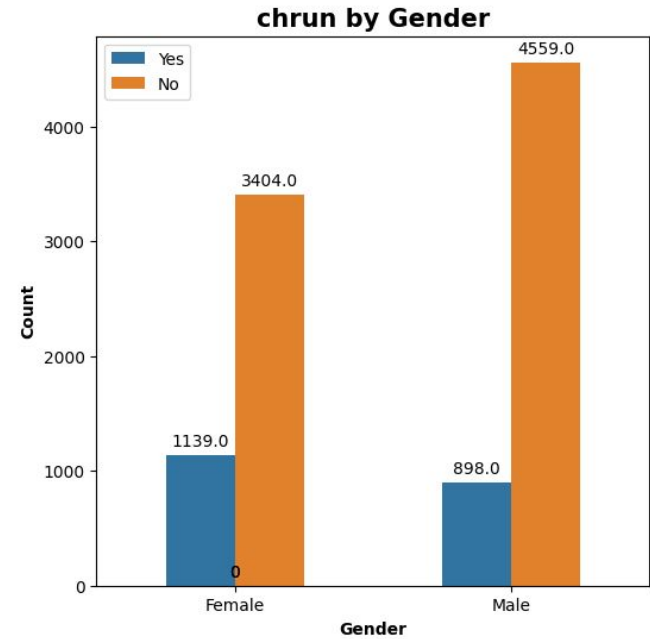
On average, male customers tend to have higher credit scores than female customers.

A higher percentage of male customers (55%) are credit card holders compared to female customers

Male customers generally occupy higher salary brackets

Credit Score by Gender

Credit Card by Gender

Salary Slab by Gender
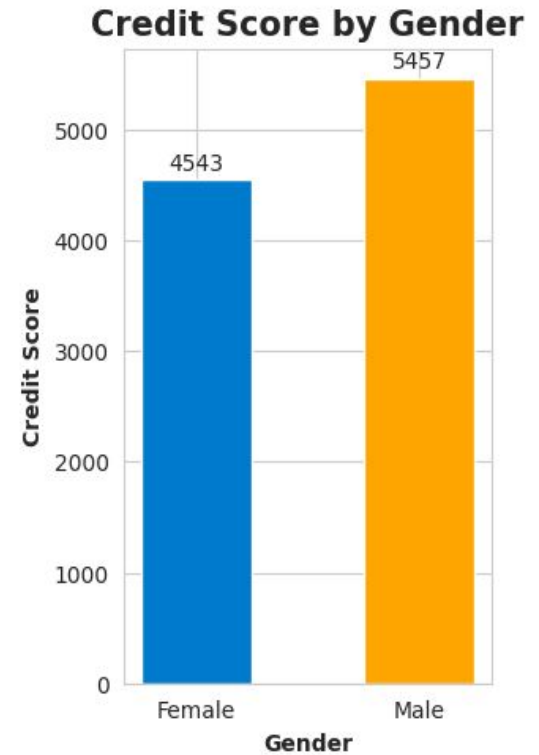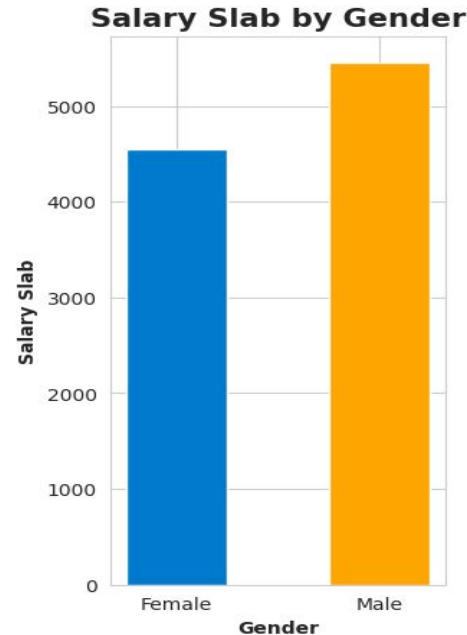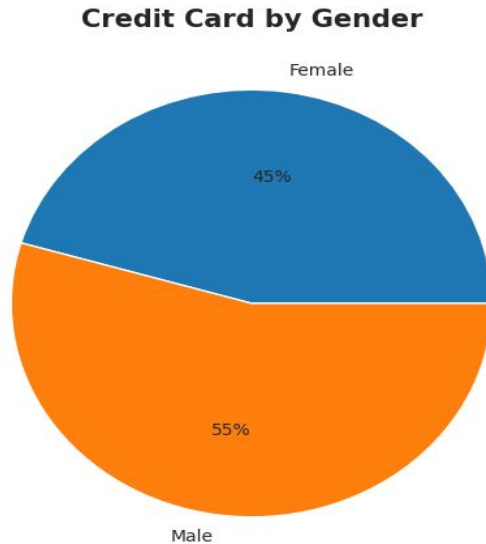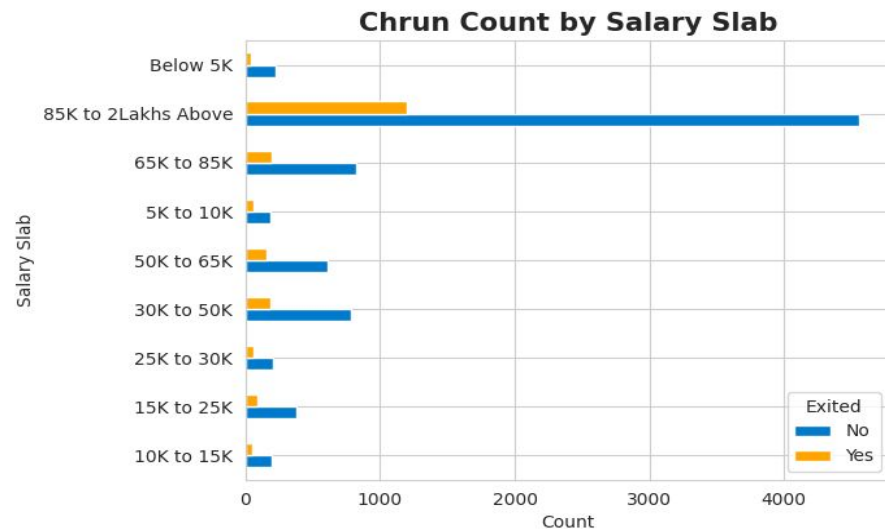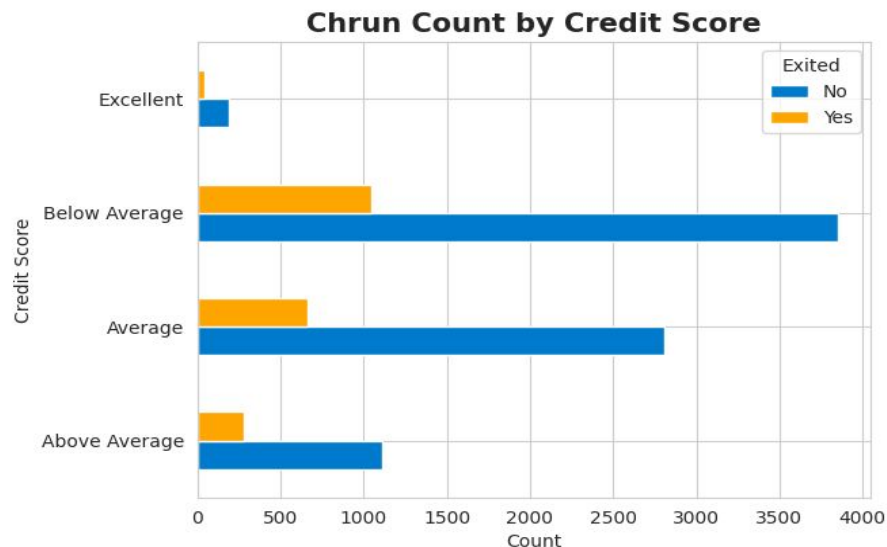
Demographic Insights

Geographically, France accounts for approximately 50% of the customer base, while Germany and Spain each represent around 25%.

France has the highest concentration of customers across various salary brackets

chrun by Geography

Salary Slab by Geography
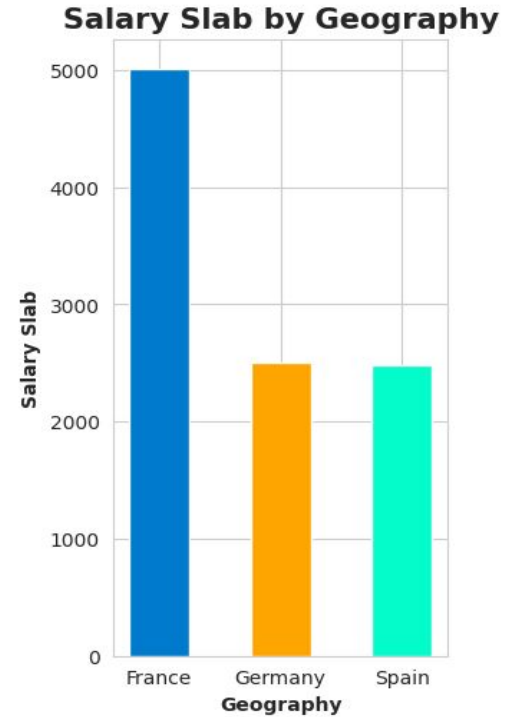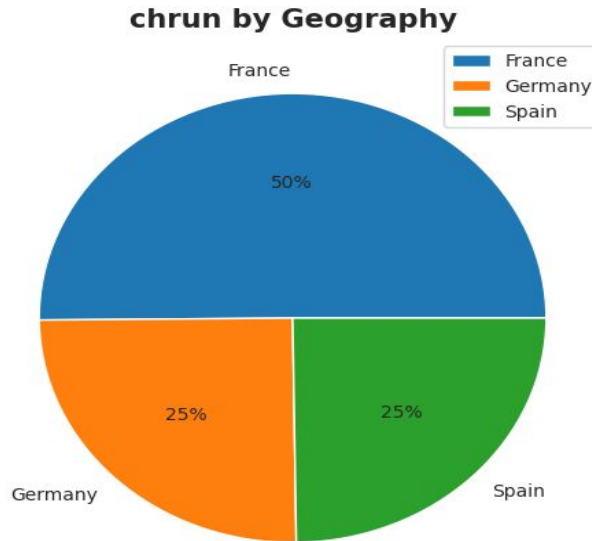
The largest segment of the customer base falls within the salary range of ₹85,000 to ₹200,000

A considerable number of customers exhibit below-average credit scores

Chrun Count by Credit Score

Chrun Count by Salary Slab

Thank You