

BANK CUSTOMER CHURN ANALYSIS

10K

Total Bank Customers

7963

Total Not Churned Customers

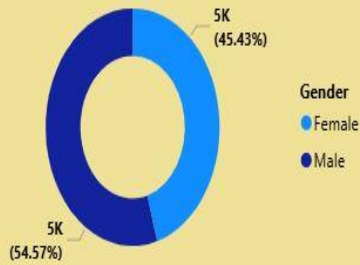
2037

Total Churned Customers

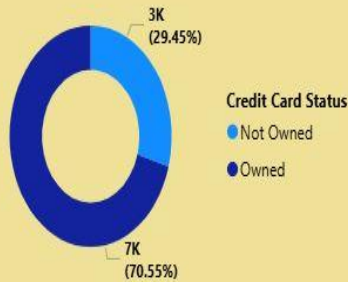
20.37%

Total Churn Rate

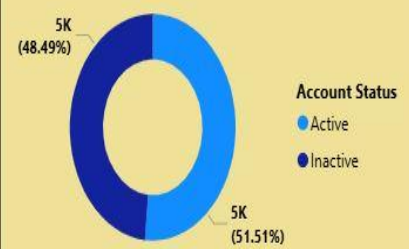
Bank Customers by Gender



Bank Customers - Credit Card Status



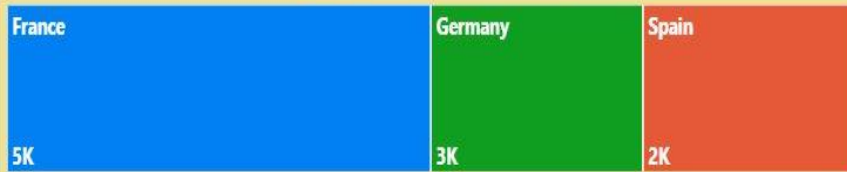
Bank Customers - Account Status



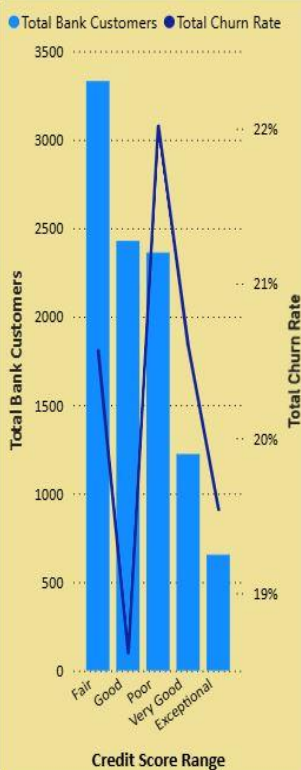
Churn Status



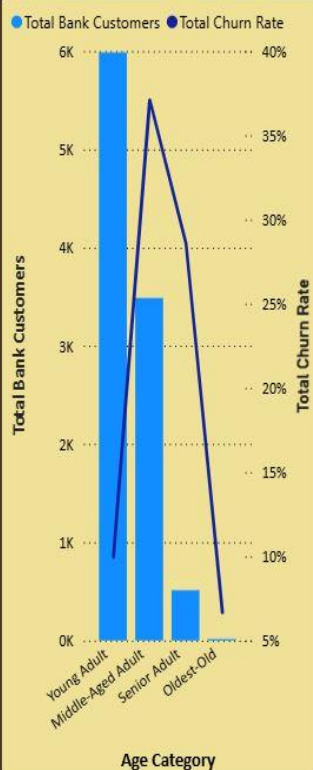
Bank Customers Country Details



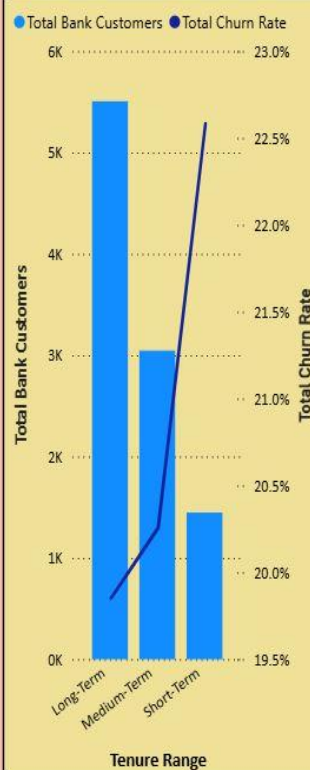
Bank Customers Churn Rate by Credit Scores



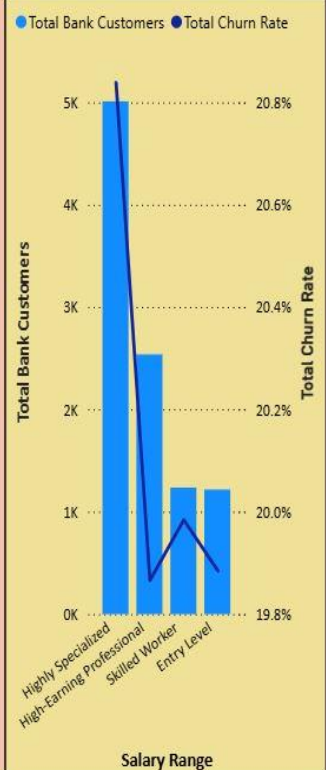
Bank Customers Churn Rate by Age Category



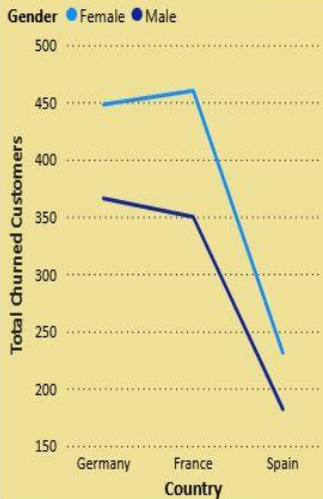
Bank Customers Churn Rate by Tenure Range



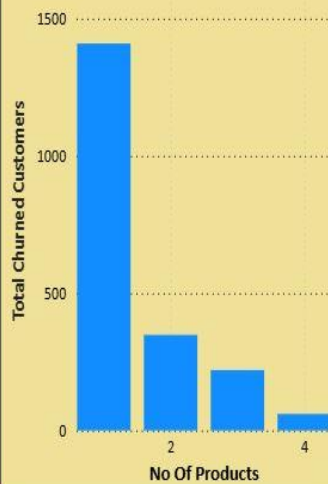
Bank Customers Churn Rate by Salary Range



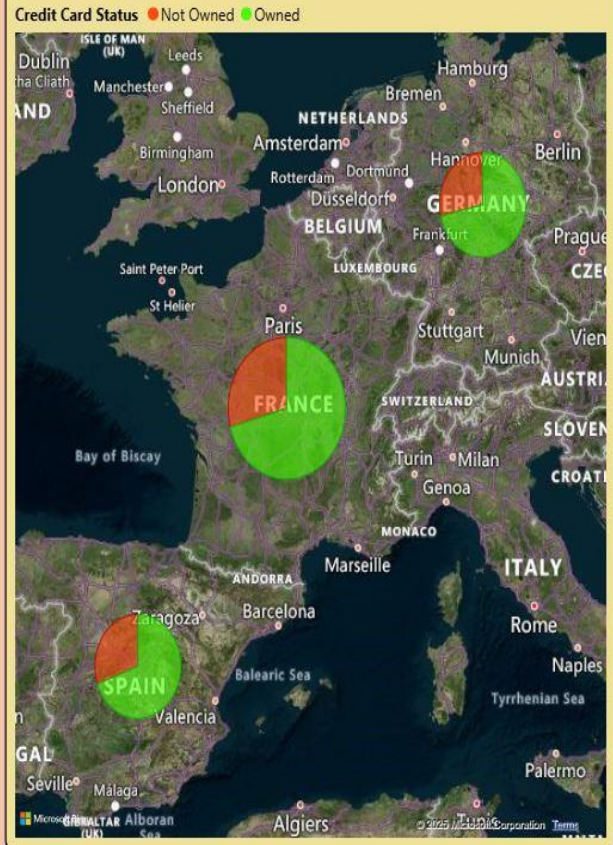
Genderwise Churned Bank Customers by Country



Churned Bank Customers by No of Products



Bank Customers Credit Card Status with Country Demographic View



- France in Gender Female made up 22.58% of Total Churned Customers.
- Average Total Churned Customers was higher for Female (379.67) than Male (299.33).
- Total Churned Customers for Female and Male diverged the most when the Country was France, when Female were 110 higher than Male.
- At 1409, 1 had the highest Total Churned Customers and was 2,248.33% higher than 4, which had the lowest Total Churned Customers at 60.
- 1 had the highest Total Churned Customers at 1409, followed by 2, 3, and 4.
- Across all 4 No Of Products, Total Churned Customers ranged from 60 to 1409.
- Total Total Bank Customers was higher for Owned (7055) than Not Owned (2945).

Bank Customer Details

Country	Gender	Credit Card Status	Account Status	Total Customers
France	Male	Owned	Active	1016
France	Male	Owned	Inactive	949
France	Female	Owned	Active	810
France	Female	Owned	Inactive	768
Spain	Male	Owned	Active	514
Germany	Male	Owned	Active	490
Germany	Female	Owned	Inactive	460
Germany	Male	Owned	Inactive	458
Spain	Male	Owned	Inactive	436
France	Male	Not Owned	Active	413
Spain	Female	Owned	Active	394
Germany	Female	Owned	Active	383
Spain	Female	Owned	Inactive	377
France	Male	Not Owned	Inactive	375
France	Female	Not Owned	Active	352
France	Female	Not Owned	Inactive	331
Spain	Male	Not Owned	Active	235
Spain	Male	Not Owned	Inactive	203
Germany	Male	Not Owned	Active	199
Germany	Female	Not Owned	Active	176
Germany	Female	Not Owned	Inactive	174
Spain	Female	Not Owned	Active	169
Germany	Male	Not Owned	Inactive	169
Spain	Female	Not Owned	Inactive	149
Total				10000

Churned

Not Churned

Key Influences of Bank Churned Customers

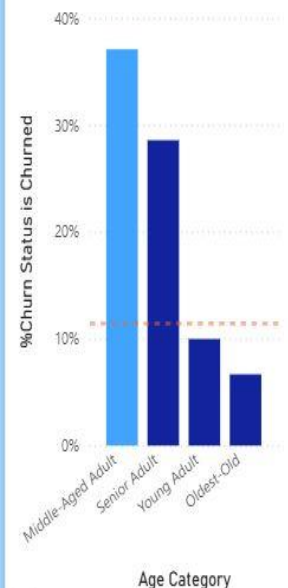
Key influencers Top segments

What influences Churn Status to be Churned ?

When...
...the likelihood of Churn Status being Churned increases by

- Age Category is Middle-Aged Adult → 3.25x
- Country is Germany → 1.99x
- Account Active Status is Inactive → 1.88x
- Gender is Female → 1.52x
- Age Category is Senior Adult → 1.43x
- Tenure Range is Short-Term → 1.13x
- Credit Score Range is Poor → 1.11x

← Churn Status is more likely to be Churned when Age Category is Middle-Aged Adult than otherwise (on average).



Only show values that are influencers