

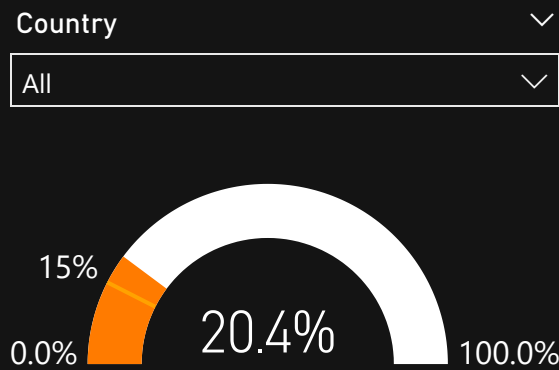
CHURN PROFILE

10K
Total Customers

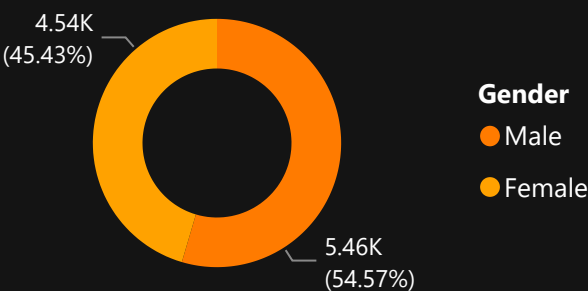
7962
Total Unchurned

2038
Total Churned

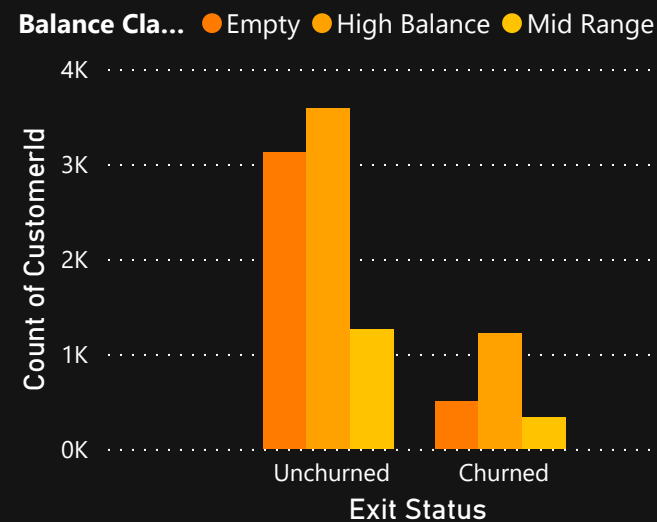
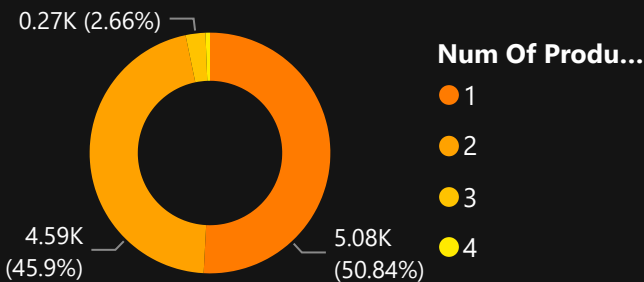
20.4%
Churn Rate



Count of CustomerId by Gender

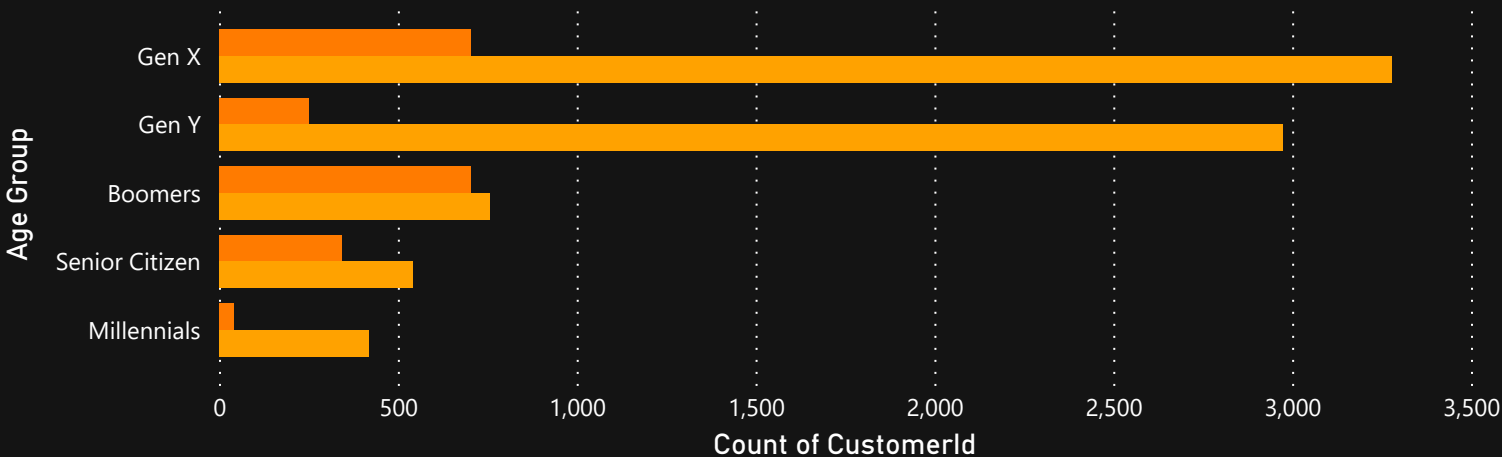


Count of CustomerId by Num Of Products



Exit Status

Churned Unchurned

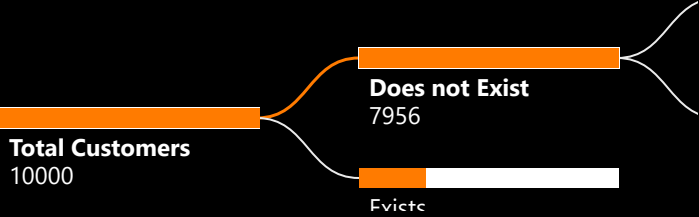


CHURN INFLUENCE

Key influencers Top segments

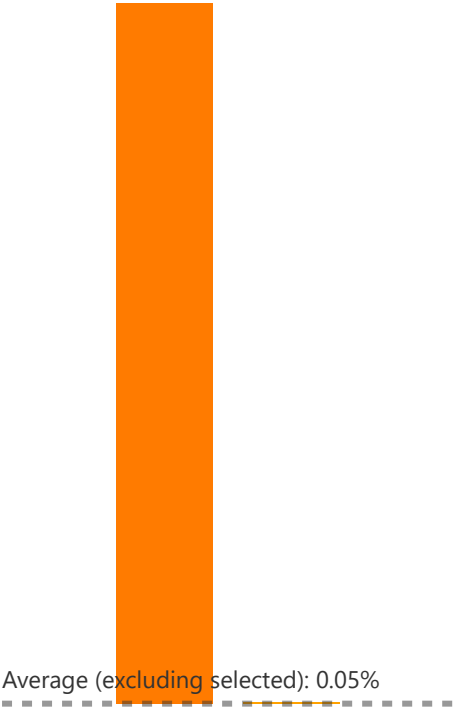
Churned

Complaint Status ×
Does not Exist



When...	...the likelihood of Exit Status being Churned increases by
Complaint Status is Exists	Infinity
Age Group is Boomers	3.08x
Age Group is Senior Citizen	2.08x
Country is Germany	1.99x
Member Status is Inactive	1.88x
Balance Classification is High Balance	1.59x
Gender is Female	1.52x

← Exit Status is more likely to be Churned when Complaint Status is Exists than otherwise (on average).



☐ Only show values that are influencers

CHURN SOLUTION

Abazu

First Surname

10K

Total Customers

\$764.86M

Total Treasury

\$185.68M

Lost Treasury

\$579.18M

Balance Treasury

Complaint Status

All

Age Group

All

Member Status

All

Country

All

Exit Status

All

CustomerId	First Surname	First Gender	Sum of Age	Sum of Tenure	Sum of Satisfaction Score	Sum of Credit Score	Sum of Balance	Sum of EstimatedSalary	Sum of Points Earned
15565714	Cattaneo	Male	47	1	5	601	\$64,430.06	\$96,517.97	308
15565879	Riley	Female	28	9	5	845	\$0	\$56,185.98	243
15566312	Jolly	Female	42	5	5	660	\$0	\$189,016.24	351
15566563	Duigan	Female	30	4	5	777	\$137,851.31	\$5,008.23	349
15566894	Gray	Male	39	3	5	793	\$137,817.52	\$83,997.79	252
15567114	McGarry	Male	35	1	5	430	\$118,894.22	\$2,923.61	873
15567328	Ch'en	Male	38	5	5	738	\$177,997.07	\$19,233.41	799
15567630	Bruce	Male	40	6	5	721	\$100,275.88	\$138,564.48	889
15567778	Genovese	Female	54	1	5	690	\$144,027.8	\$108,731.02	480
15567860	Burrows	Female	44	7	5	581	\$189,318.16	\$45,026.23	846
15568032	Moore	Male	31	1	5	757	\$127,320.36	\$163,170.32	892
15568046	Izuchukwu	Male	24	7	5	809	\$109,558.36	\$183,515.13	483
15568088	Jamieson	Male	44	3	5	481	\$163,714.52	\$96,123.72	530
15568240	Ting	Female	30	10	5	492	\$77,168.87	\$146,700.22	552
15568506	Forbes	Female	31	10	5	524	\$67,238.98	\$161,811.23	685
15568819	Chiganu	Female	42	8	5	619	\$132,796.04	\$191,821.35	845
15568834	Howells	Male	27	6	5	698	\$125,427.37	\$27,654.44	717
Total	Abazu	Female	389218	50128	30138	6505288	\$764,858,892.88	\$1,000,902,398.81	6065151