**Kpi**

**1-count of customer**

**2-avg of balance**

**3-avg of salary**

**4-activity rate**

**5-churn rate**

**Charts**

**1-churn rate by geography**

**2-churn rate by gender**

**3-churn by tenure**

**4-top 5 customer by balance**

**5-churn rate by age group**

**Slicer**

1. Gender
2. Age group
3. Is activity

**Steps**

**1-activity rate:**

**Description**: The percentage of customers who are active members.

(**(make measure:** Activity Rate = DIVIDE(COUNTROWS(FILTER(Bank\_Churn,Bank\_Churn[IsActiveMember]=1)),COUNTROWS(Bank\_Churn))

)

**2- churn rate**

**Description**: The percentage of customers who have exited (churned) from the bank.

**(make measure:** Churn Rate =

DIVIDE(

   COUNTROWS(FILTER(Bank\_Churn, 'Bank\_Churn'[Exited] = 1)),  -- Number of churned customers

   COUNTROWS('Bank\_Churn') )

**)**

3- make age group by new column:

Age Group =

SWITCH(TRUE(),

   'Bank\_Churn'[Age] < 30, "Under 30",

   'Bank\_Churn'[Age] <= 50, "30-50",

   "Over 50"

)

**Questions**

1. What is the overall customer churn rate? 20.37%
2. Which gender has a higher churn rate? Female(25.07%)
3. How does customer age affect churn? Over 50 is the highest churn rate
4. Which regions or cities have the highest churn rate? Germany
5. Do customers in certain regions have longer tenures? France