

Churn Analysis Report

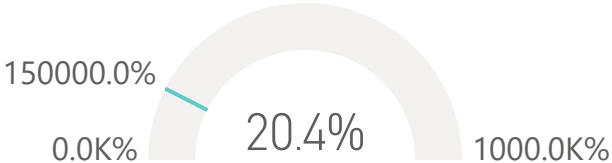
Churn Status

- Churned
- NotChurned

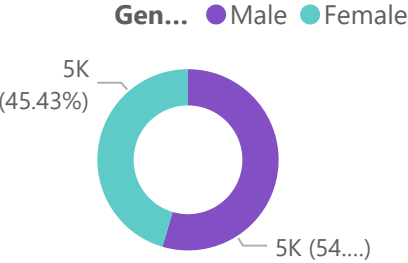
10K
No of customers

20.4%
Churn Rate

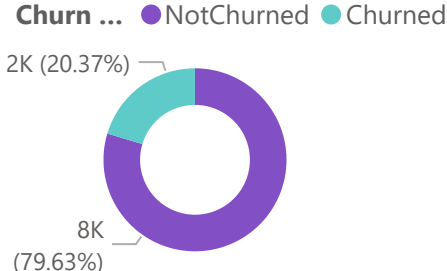
Churn Rate, Sum of Min Churn Rate, Sum of Max Churn Rate and Sum of Target churn rate



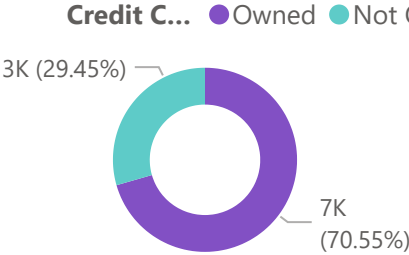
No of customers by Gender



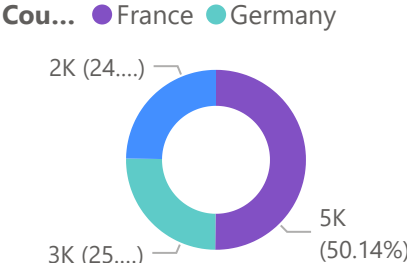
No of customers by Churn Status



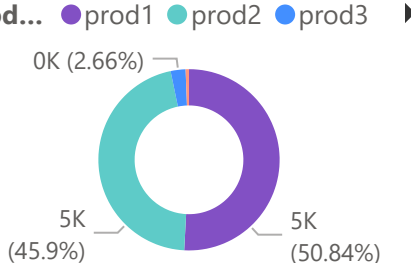
No of customers by Credit Card Status



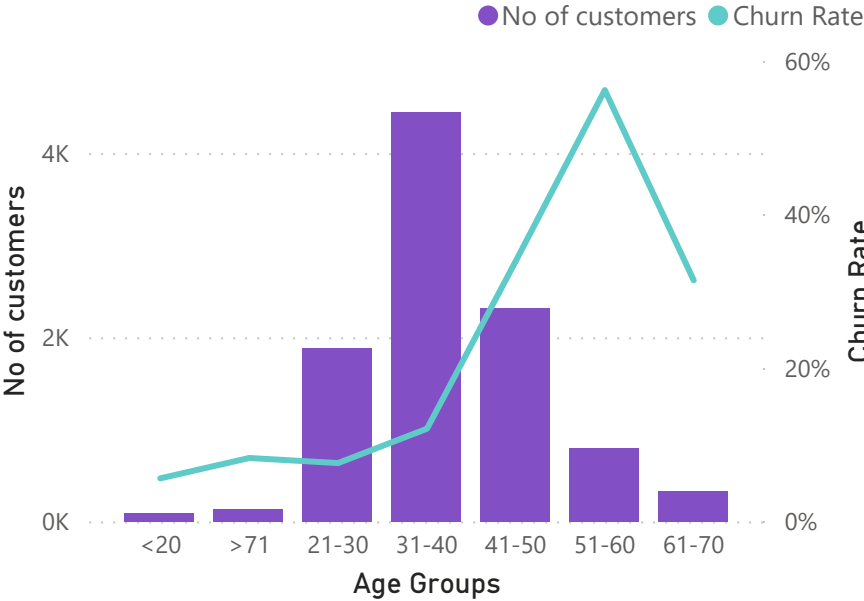
No of customers by Country



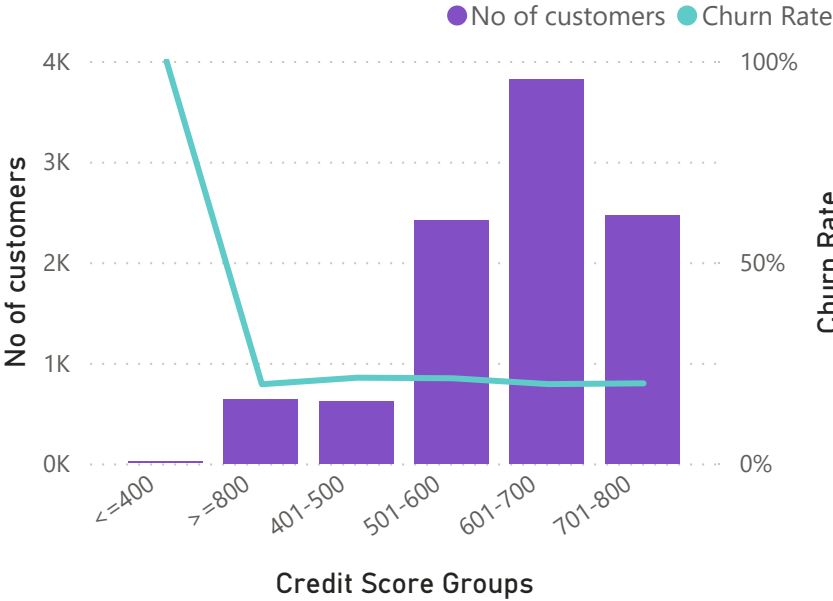
No of customers by Product



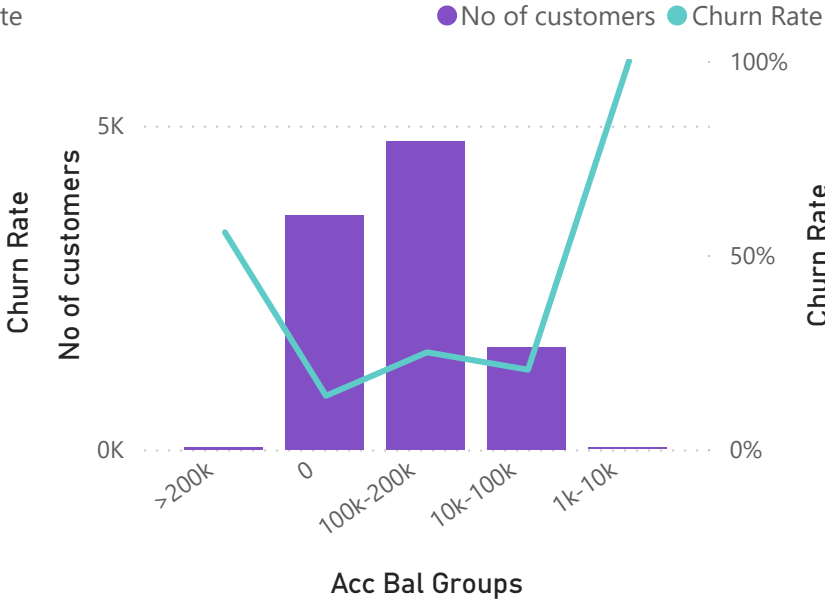
No of customers and Churn Rate by Age Groups



No of customers and Churn Rate by Credit Score Groups



No of customers and Churn Rate by Acc Bal Groups



- 1.Cleaned, modelled and analysed the data
- 2.Created a report on Churned rate
Analysed churn rate based on account balance, credit score, and age groups.
- 3.Generated report to help banks to analyse and take necessary actions