



# Customer Churn Analysis



## Introduction:

This Power BI report presents a deep dive into customer churn analysis, highlighting key behavioral trends and risk factors. It enables data-driven strategies to enhance retention and strengthen customer relationships.

Customer Dynamics & Engagement Overview

Customer Segmentation & Behavior

Tenure Trends & Customer Footprint

Time-Based Churn & Retention Trends

Customer Value and Risk Analysis

Customer Exit Analysis



# Customer Churn Analysis



10000

Total Customers

5151

Active Customers

4849

Inactive Customers

7055

Credit card holder

2945

Non Credit card holder

2037

Exit customers

7963

Retain customer

Year

All

MonthName

All

GeographyLocation

All

GenderCategory

All

ActiveCategory

All

ExitCategory

All

## Total Customers by Year and ActiveCategory

ActiveCategory ● Active Member ● Inactive Member

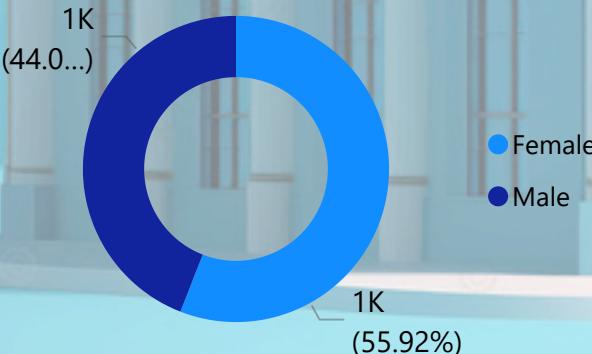


## Exit customers and Previous month exit customers by MonthName

● Exit customers ● Previous month exit customers

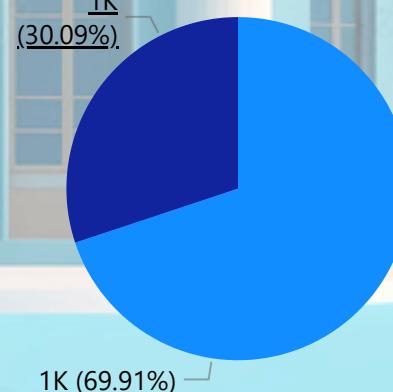


## Exit customers by Gender



## Exit customers by Category

● credit card holder ● non credit card holder



At 307, Nov had the highest Exit customers and was 429.31% higher than Feb, which had the lowest Exit customers at 58.

Exit customers and total Previous month exit customers are positively correlated with each other.

Exit customers and Previous month exit customers diverged the most when the MonthName was Nov, when Exit customers were 277 higher than Previous month exit customers.

Total Total Customers was higher for Active Member (5151) than Inactive Member (4849).

2019 in ActiveCategory Active Member made up 17.22% of Total Customers.



# Customer Churn Analysis



Year

All

MonthName

All

GeographyLocat...

All

Credit type

All

79.63%  
Retain Rate %

19.57  
Current Month Churn %

286  
Current Month Net Gain

92  
Current Month Exit Customers

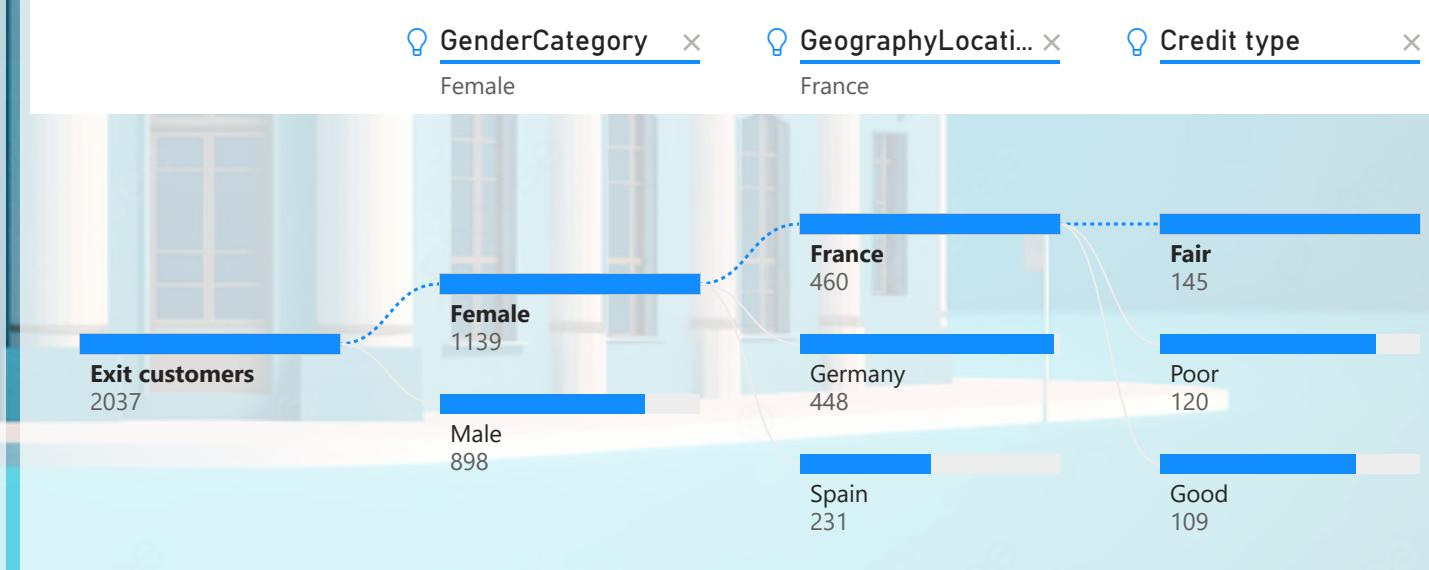
| Year | Jan      | Feb      | Mar      | Apr      | May      | Jun      | Jul      | Aug      | Sep      | Oct      | Nov      | Dec      |
|------|----------|----------|----------|----------|----------|----------|----------|----------|----------|----------|----------|----------|
| 2016 | ▲ 20.73% | ● 12.00% | ● 17.02% | ● 16.30% | ◆ 23.02% | ◆ 23.48% | ● 16.56% | ▲ 20.81% | ▲ 20.16% | ▲ 17.75% | ▲ 19.81% | ▲ 19.22% |
| 2017 | ◆ 27.59% | ● 14.06% | ◆ 25.95% | ◆ 26.71% | ▲ 18.44% | ▲ 21.15% | ▲ 19.46% | ● 16.78% | ▲ 21.45% | ◆ 26.35% | ◆ 23.78% | ▲ 22.16% |
| 2018 | ▲ 21.62% | ▲ 20.65% | ▲ 19.75% | ▲ 20.00% | ◆ 22.83% | ▲ 19.23% | ▲ 20.10% | ◆ 25.00% | ▲ 19.89% | ● 16.50% | ▲ 20.38% | ▲ 19.43% |
| 2019 | ▲ 17.34% | ▲ 20.34% | ▲ 21.33% | ▲ 18.78% | ▲ 20.16% | ▲ 19.34% | ● 16.22% | ▲ 17.26% | ▲ 21.24% | ▲ 21.36% | ▲ 21.60% | ▲ 19.57% |

## Monthly Churn Rate Trend

Year ● 2016 ● 2017 ● 2018 ● 2019



## Exit Customer Breakdown





# Customer Churn Analysis



4.86

Average of Tenure

38.92

Average of Age

650.53

Avg Credit Score

51.51

% Active Members

70.55

% Credit Card Holders

2362

High Risk Customers

20.37

% Churn by CC

GenderCategory

All

Credit type

All

NumOfProducts

All

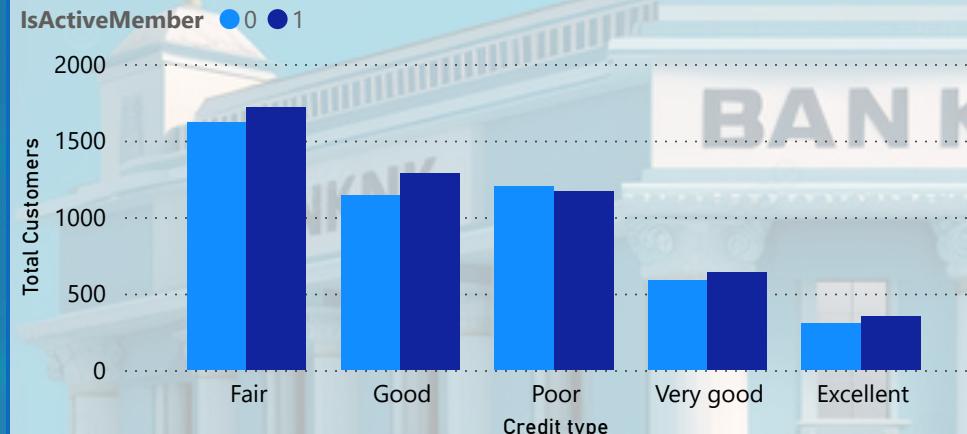
HasCrCard

All

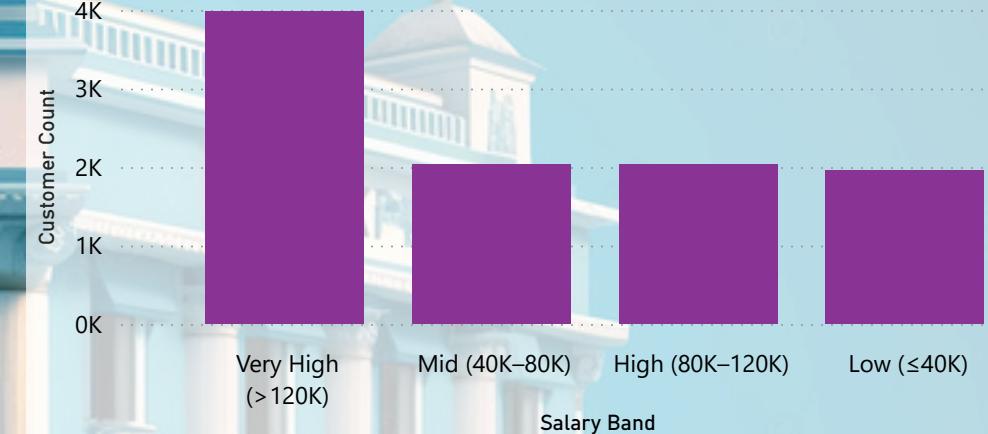
IsActiveMember

All

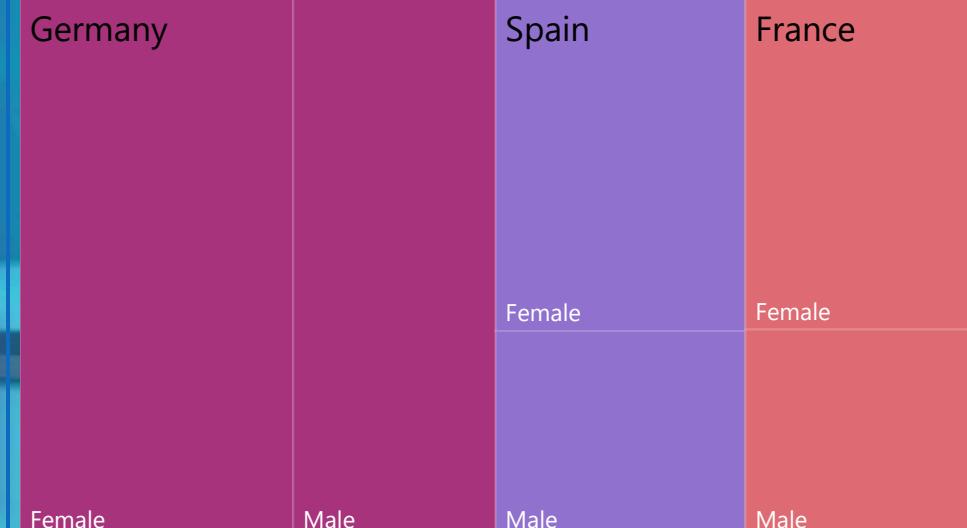
### Customer Distribution by Credit Score Category



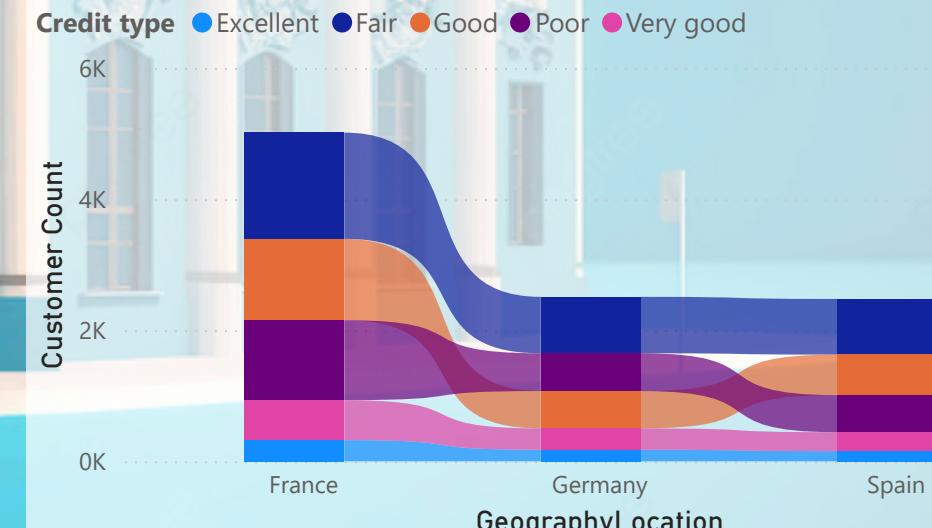
### Customer Distribution by Salary Band



### % Churn by GeographyLocation and GenderCategory



### Customer Count by GeographyLocation and Credit type





# Customer Churn Analysis



2362

High Risk Customers

3148

Low Risk Customers

4490

Moderate Risk Customers

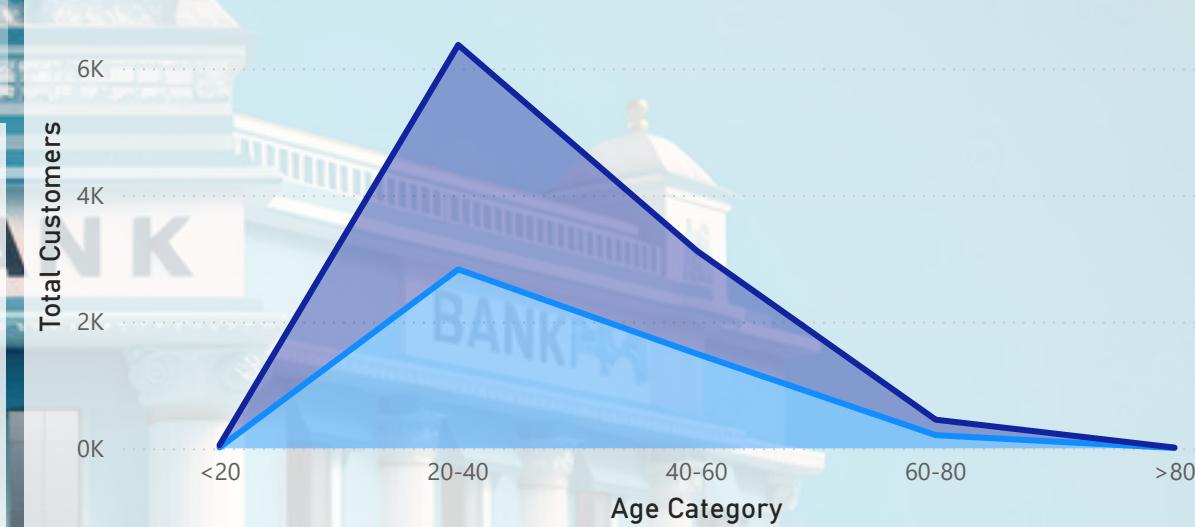
## Monthly Trend of High-Risk Customers by Region

GeographyLocation ● France ● Germany ● Spain

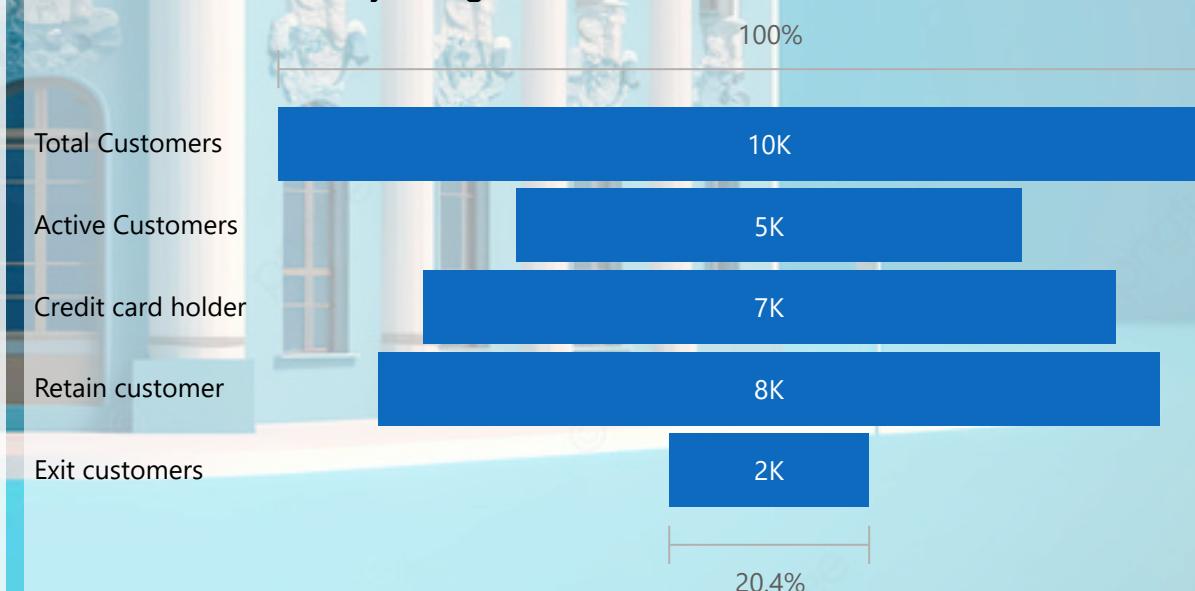


## Age & Gender Segmentation for Risk Profiling

GenderCategory ● Female ● Male



## Customer Journey Stage



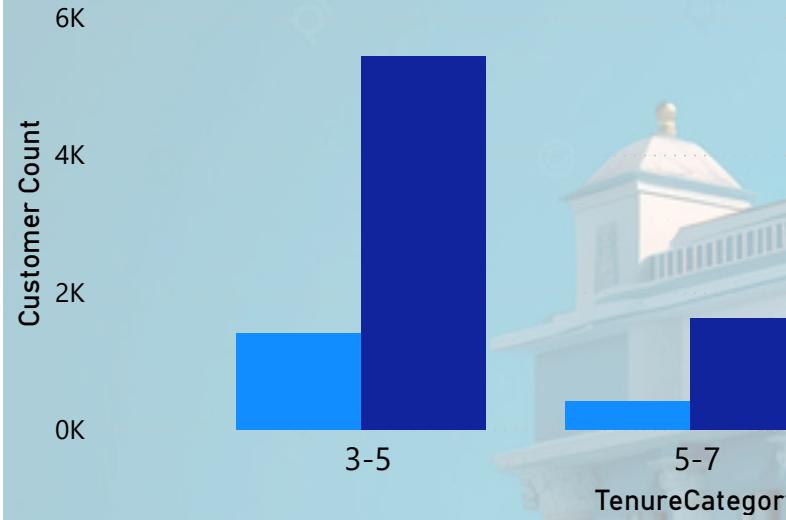


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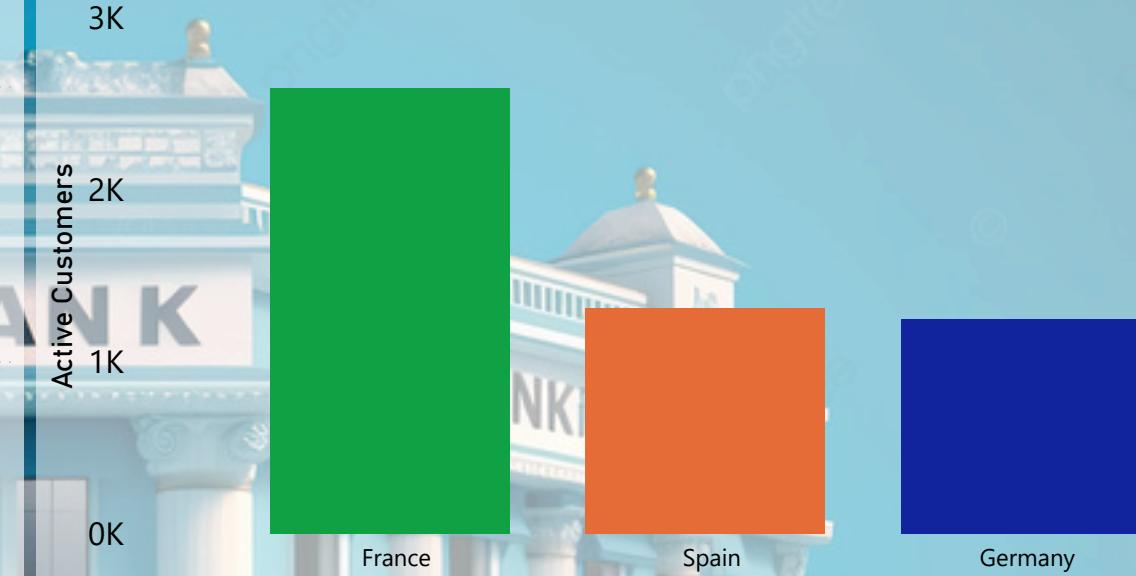


## Tenure-wise Churn vs Retention Analysis

ExitCategory ● Exit ● Retain



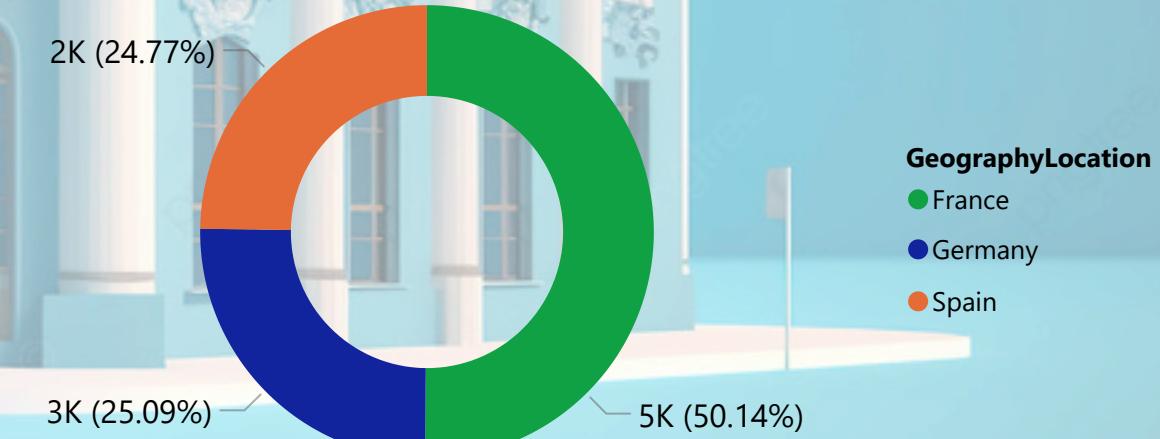
## Active Customers by Geography Location



## Credit Card Holdership Growth by Year



## Total Customers by GeographyLocation



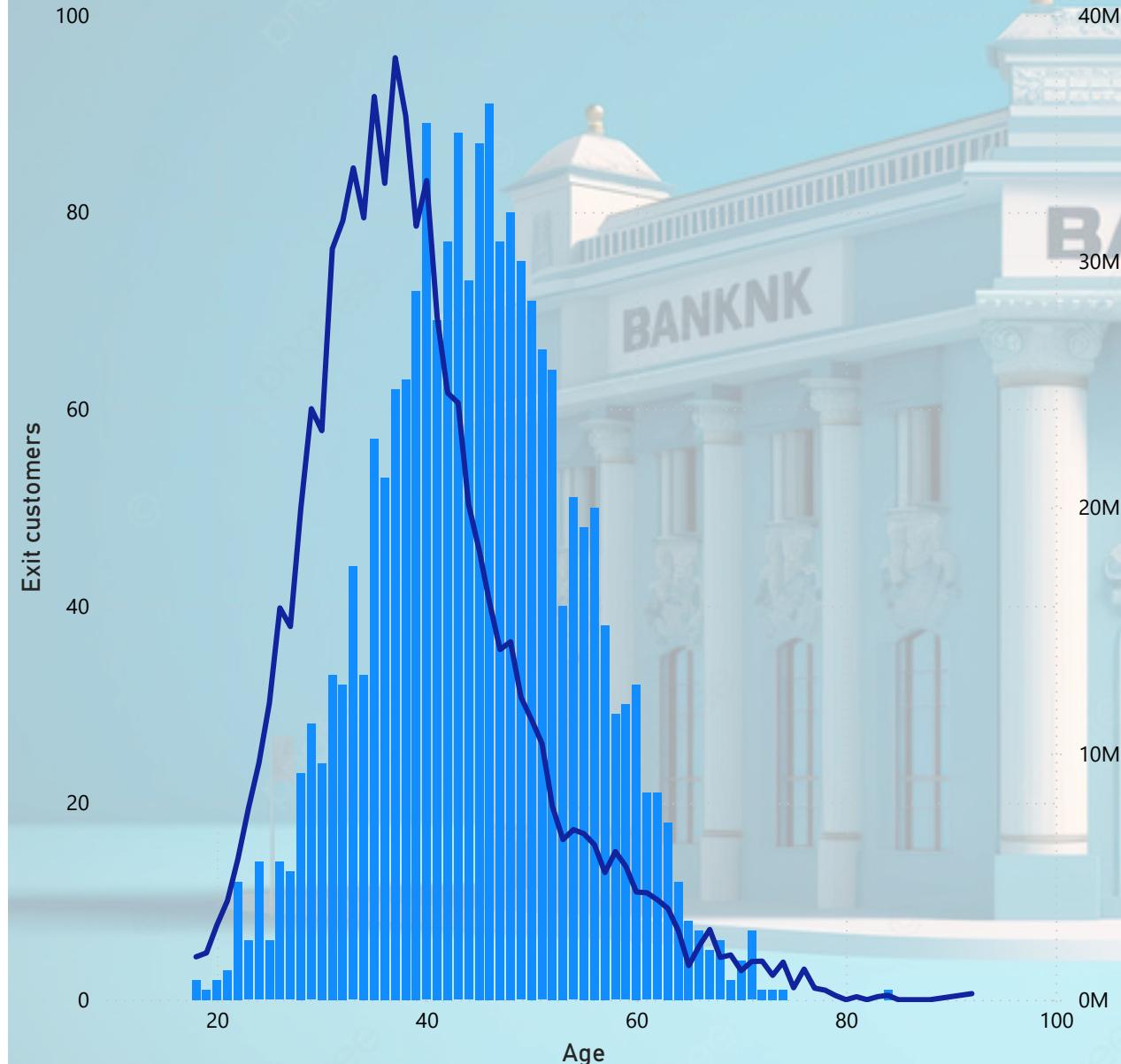


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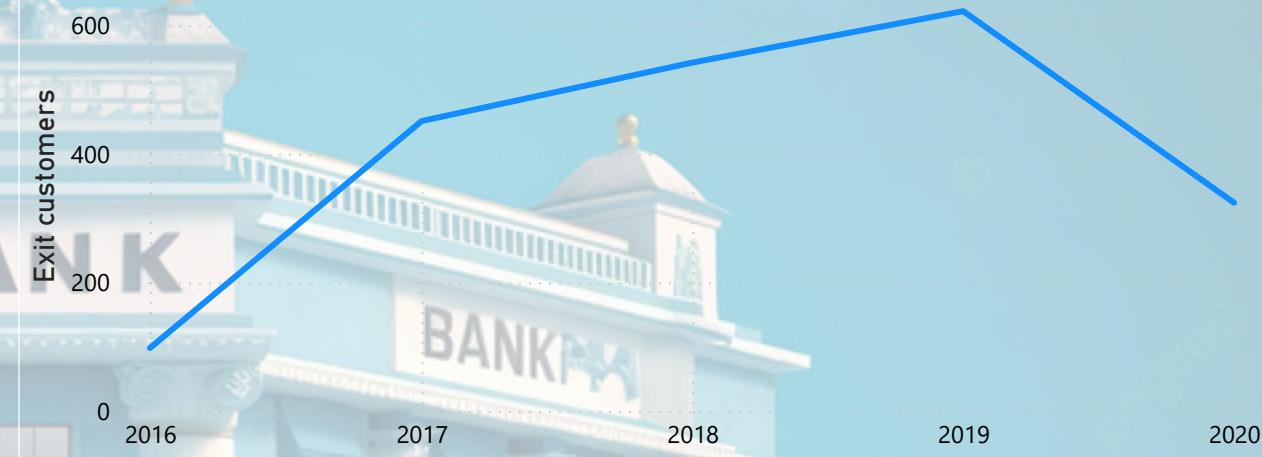


## Customer Exit & Account Balance Trends by Age

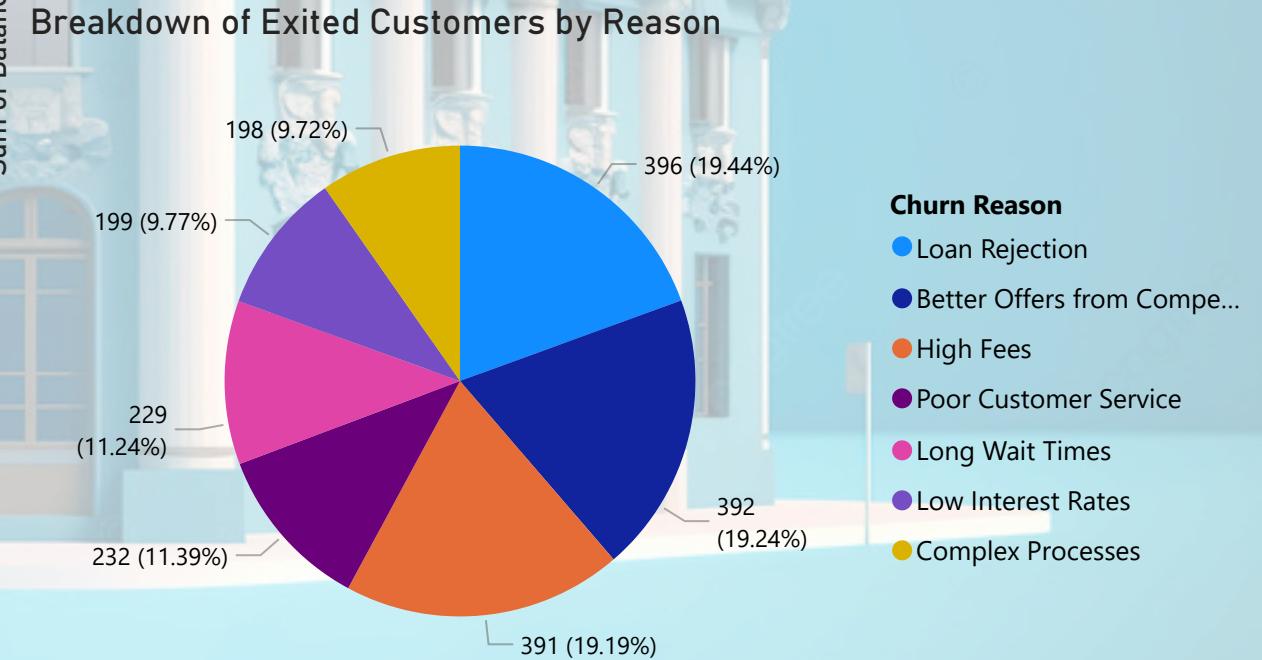
Exit customers Sum of Balance



## Yearly Customer Exits



## Breakdown of Exited Customers by Reason



- Churn Reason**
- Loan Rejection
  - Better Offers from Competitors
  - High Fees
  - Poor Customer Service
  - Long Wait Times
  - Low Interest Rates
  - Complex Processes



# Customer Churn Analysis



## SUMMARY

### Report Summary:

This interactive Power BI report provides a comprehensive analysis of customer churn behavior in the banking domain. Through detailed segmentation, time-based trends, risk profiling, and retention metrics, the report uncovers key patterns influencing customer loyalty and exit behavior. Designed with visual clarity, it empowers stakeholders to identify high-risk segments, track engagement over time, and make informed decisions to boost customer retention and value.