

# Bank Business Analysis

Average Tenure  
of Active Customers  
(in years)

5.02

Average Tenure  
of Inactive Customers  
(in years)

5.08

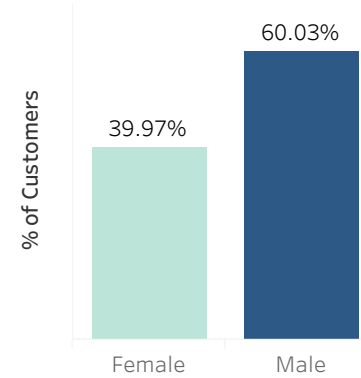
% of Active Customers  
With Credit Card

74.22%

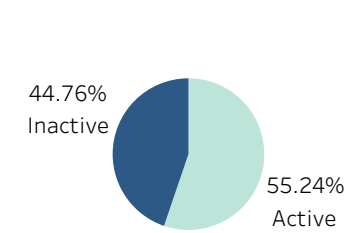
% of Exited Customers

21.12%

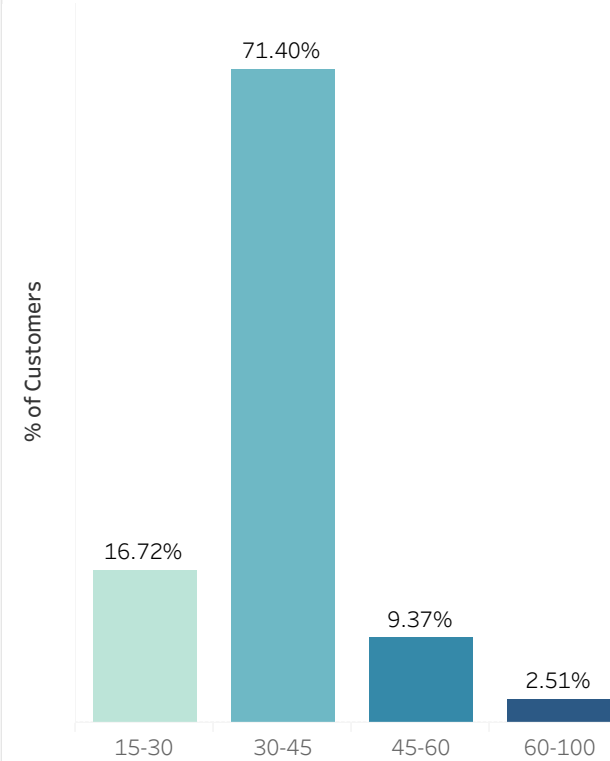
Gender Distribution



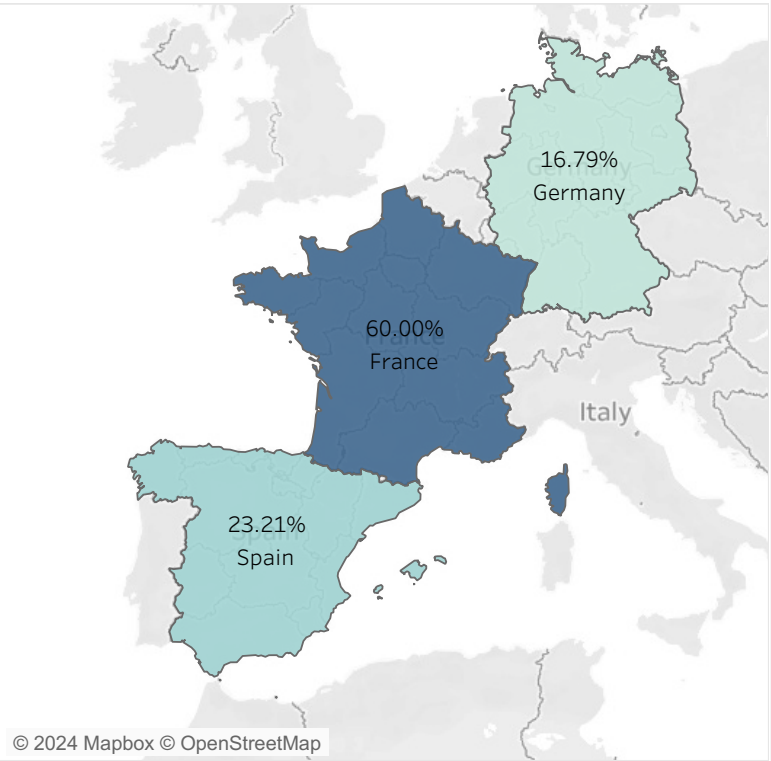
Active/Inactive



Age Group Distribution



Business Areas

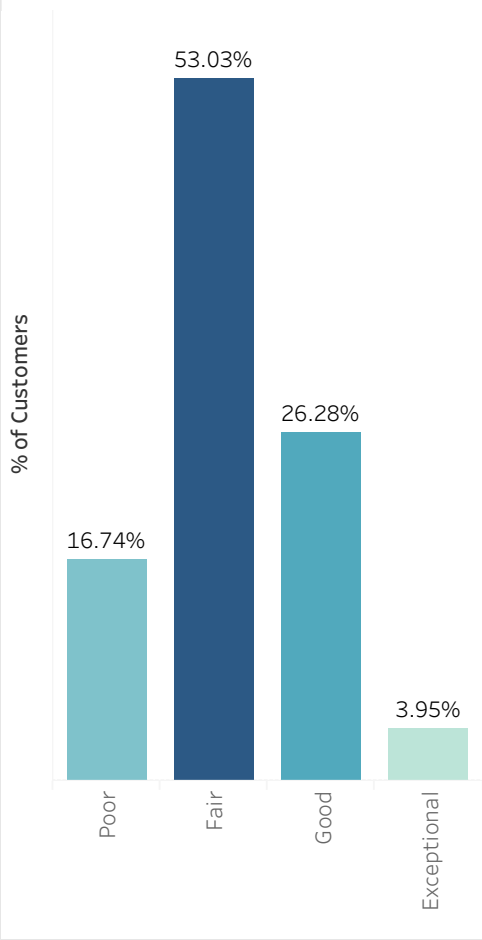


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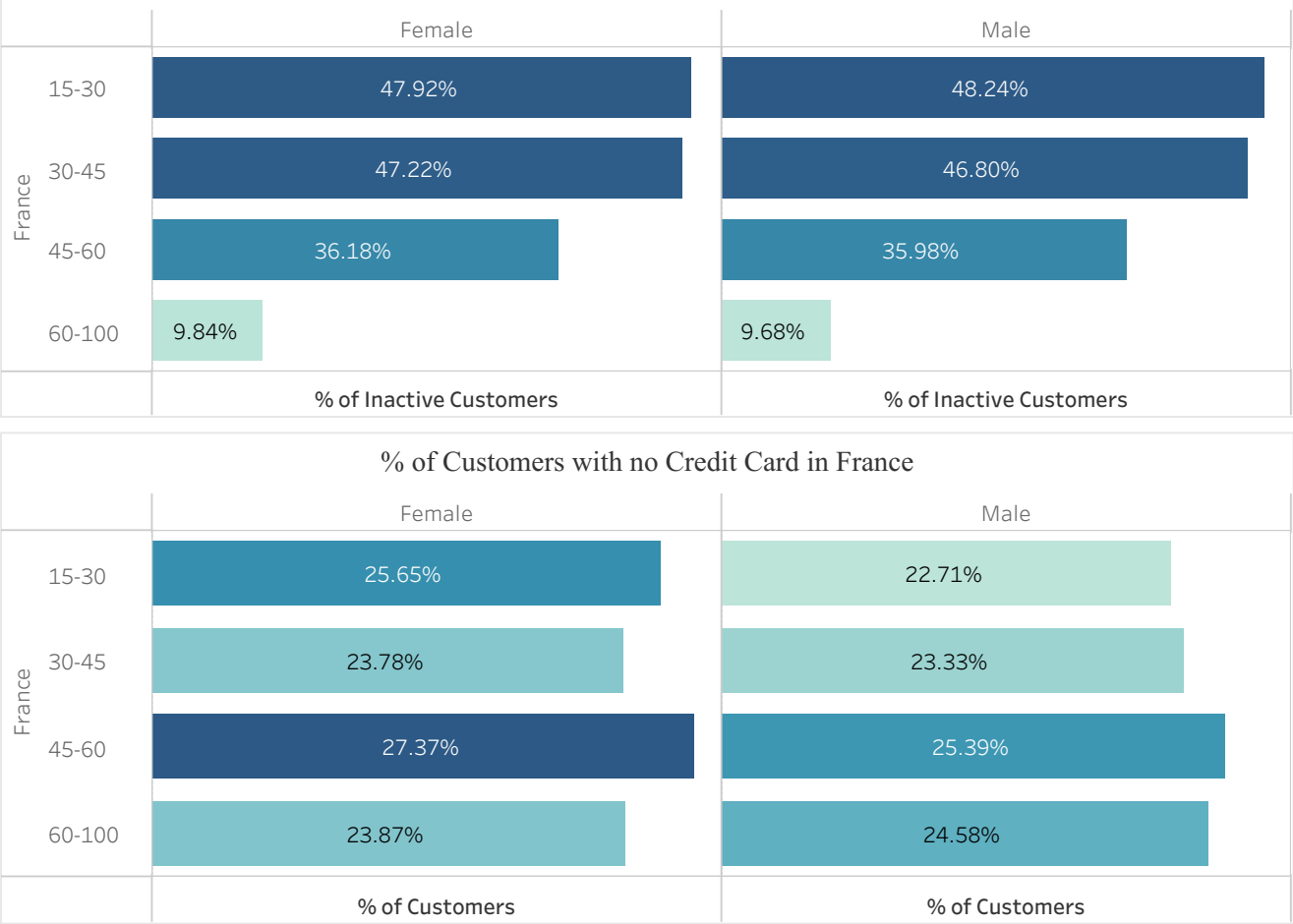
Gender  
All

Geography  
France

Credit Score Ratings in France

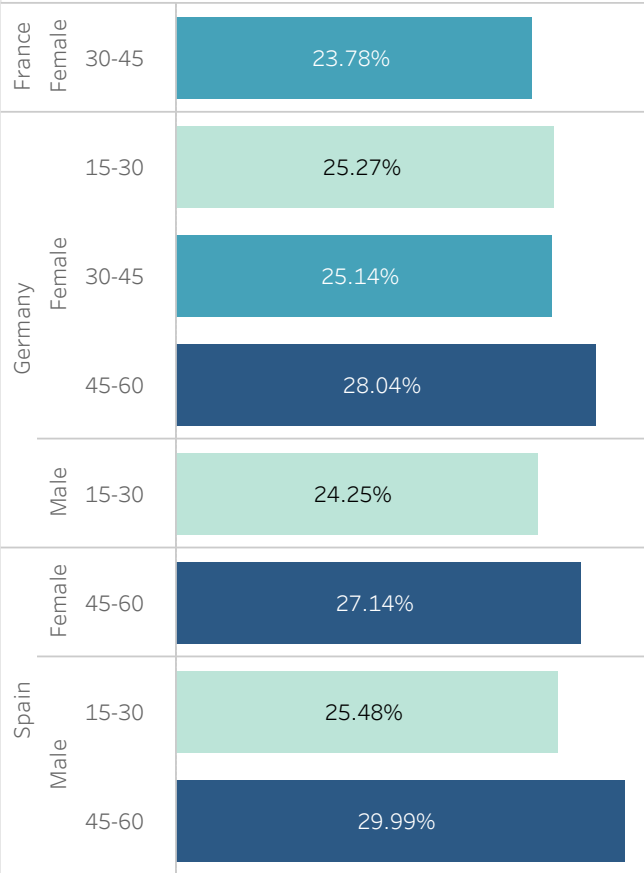


Inactive Customers Distribution in France



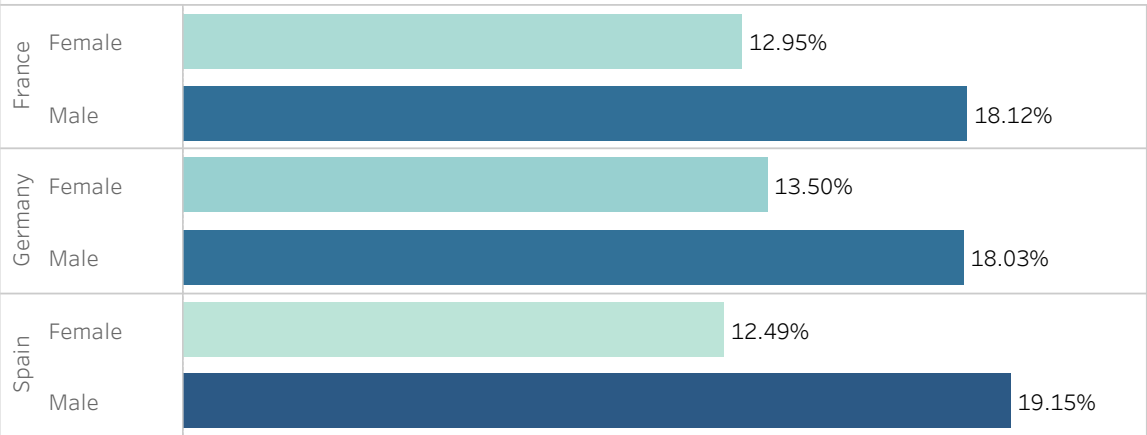
# Bank Business Analysis

Segments without Credit Card  
having avg salary more than  
Country's avg salary



% Of Customers Not Having Credit Card

Customers having Good Credit Score but without Credit Card



% of Customers

Product Quantity Distribution

