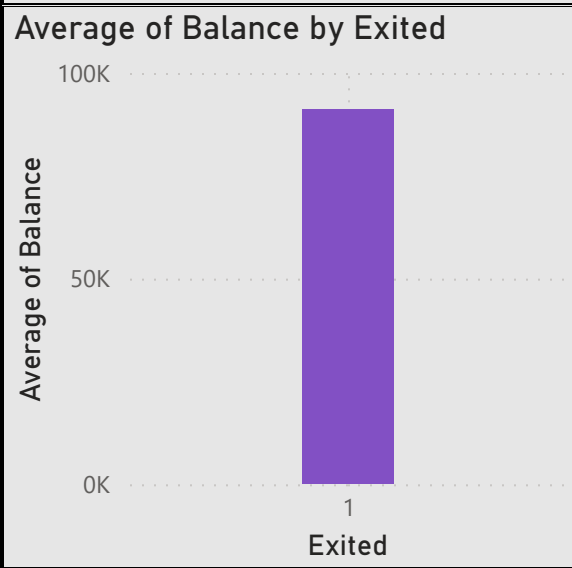
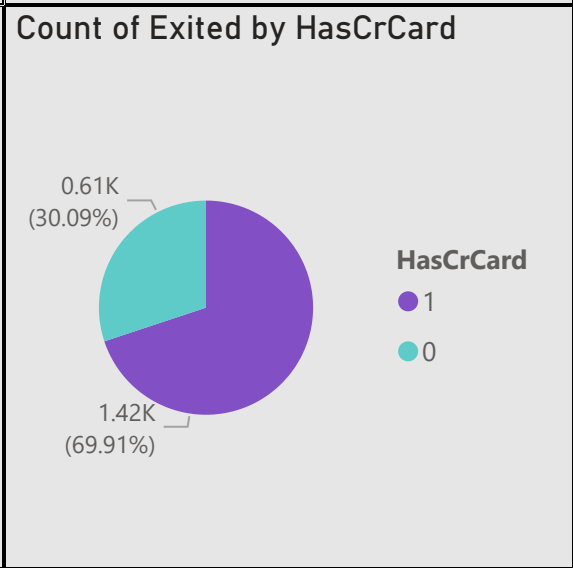
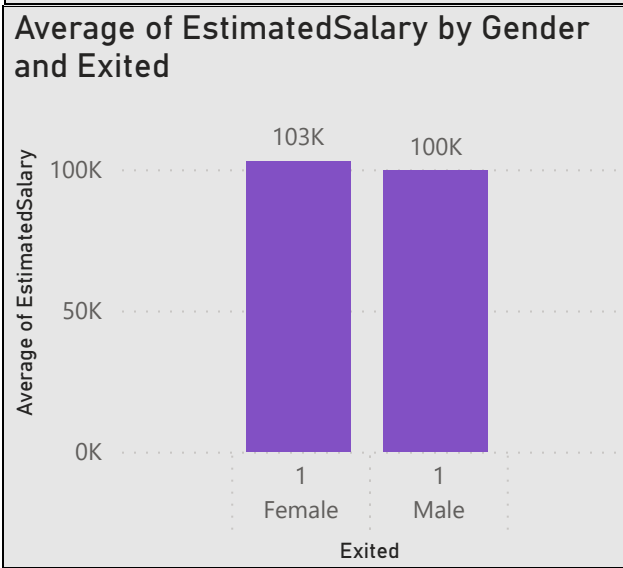
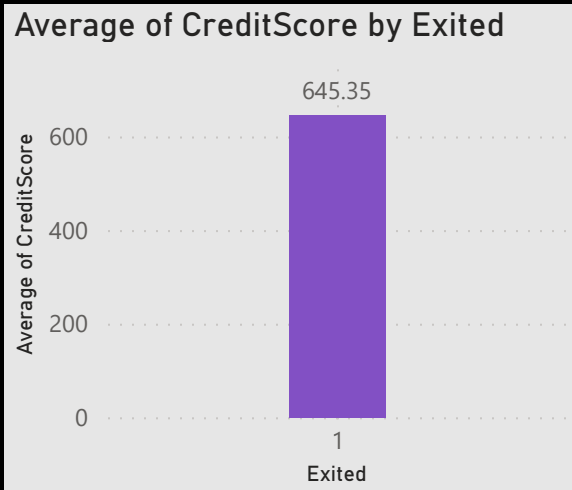
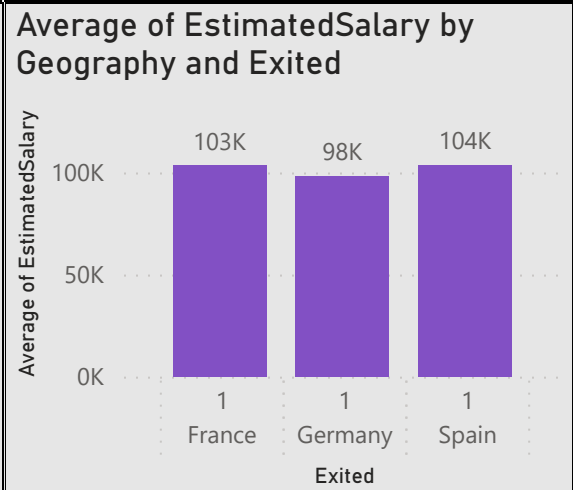
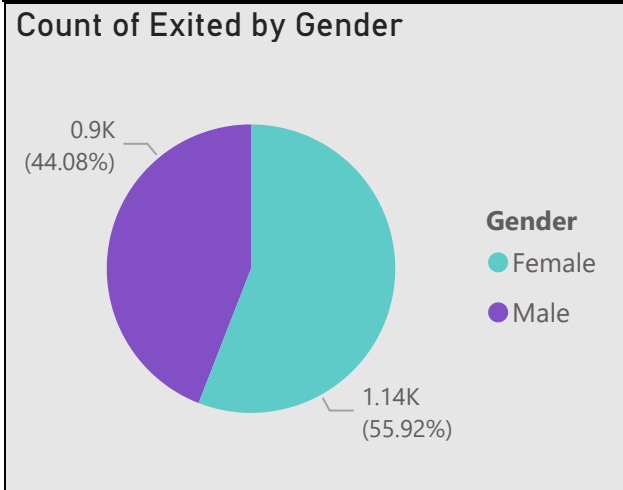
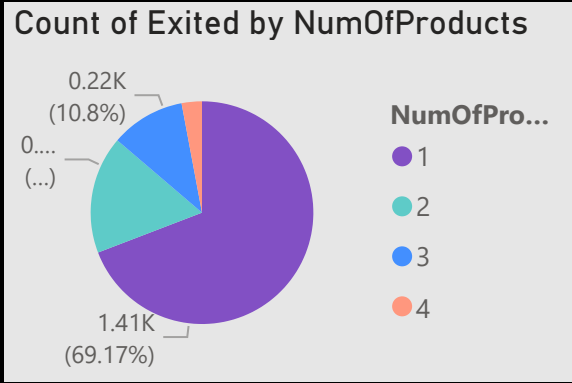
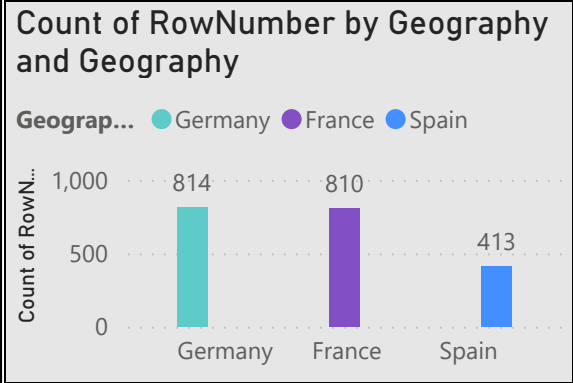
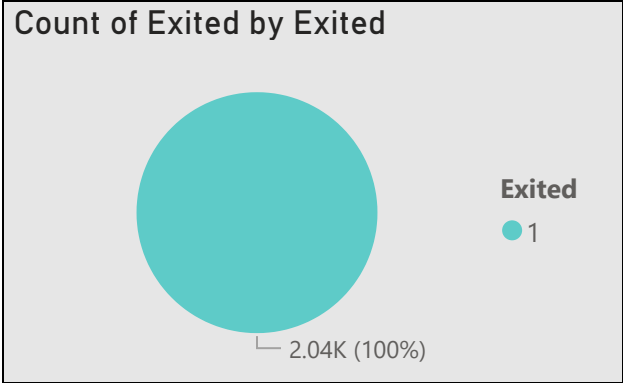


Bank Customer Churn Summary

This exploratory data analysis focused on 10,000 bank customers and revealed several key insights:

- Approximately 21% of customers recently left the bank.
- The departing customers were geographically distributed across France, Germany, and Spain.
- Among the total customer base, 45% were female, and 55% were male.
- Around 70% of customers had enrolled in the bank's credit card program.
- In terms of product usage, 51% used only one product, 46% utilized two products, and only 3% utilized three or four products.
- Notably, among customers who left the bank, those who used only one product constituted 69%.
- To enhance customer retention, there is a recommendation to promote more banking products to create long-term relationships.
- Females accounted for 55% of customers who left the bank, suggesting a need for better offers tailored to female customers.
- In Germany, customers with lower average incomes were more likely to leave, while in France and Spain, those with higher average incomes had a higher attrition rate.
- On average, customers who left the bank had a balance of €91,000, while those who remained had an average balance of €73,000. There is a recommendation to provide better offers for customers those who are maintaining higher monthly balance
- It's advisable to offer special benefits to customers with higher account balances to encourage them to stay.
- Customers who departed the bank tended to have lower credit scores compared to those who remained.



Bank Customer Churn Summary

This exploratory data analysis focused on 10,000 bank customers and revealed several key insights:

- Approximately 21% of customers recently left the bank.
- The departing customers were geographically distributed across France, Germany, and Spain.
- Among the total customer base, 45% were female, and 55% were male.
- Around 70% of customers had enrolled in the bank's credit card program.
- In terms of product usage, 51% used only one product, 46% utilized two products, and only 3% utilized three or four products.
- Notably, among customers who left the bank, those who used only one product constituted 69%
- To enhance customer retention, there is a recommendation to promote more banking products to create long-term relationships.
- Females accounted for 55% of customers who left the bank, suggesting a need for better offers tailored to female customers.
- In Germany, customers with lower average incomes were more likely to leave, while in France and Spain, those with higher average incomes had a higher attrition rate.
- On average, customers who left the bank had a balance of €91,000, while those who remained had an average balance of €73,000. There is a recommendation to provide better offers for customers those who are maintaining higher monthly balance
- It's advisable to offer special benefits to customers with higher account balances to encourage them to stay.
- Customers who departed the bank tended to have lower credit scores compared to those who remained.