



## CHURNED CUSTOMER DASHBOARD

Female



Male



TOTAL CUSTOMERS

10,000

CHURNED CUSTOMERS

1490

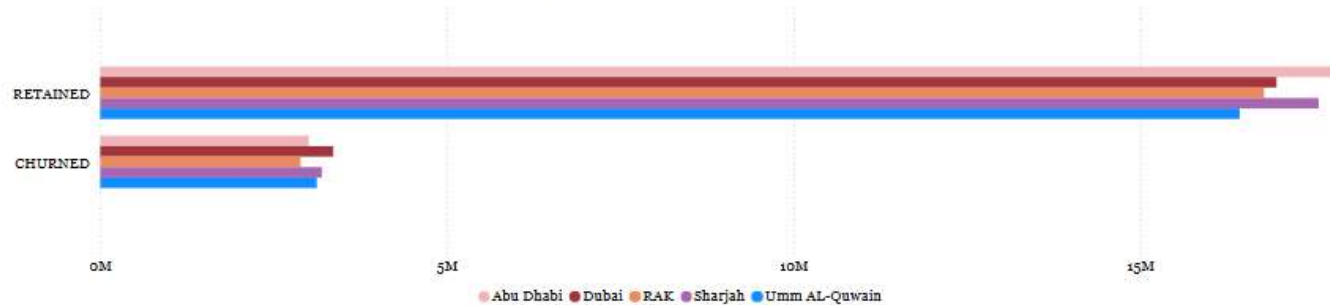
CHURN RATE

15%

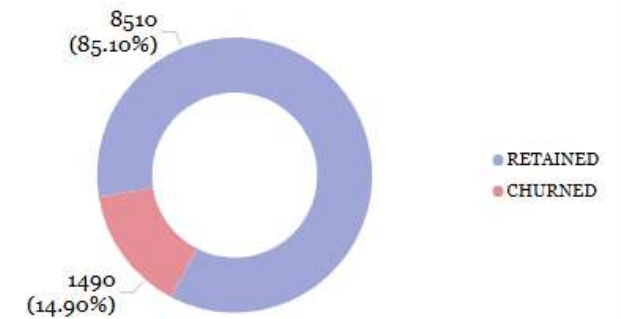
CHURNED BY AGE



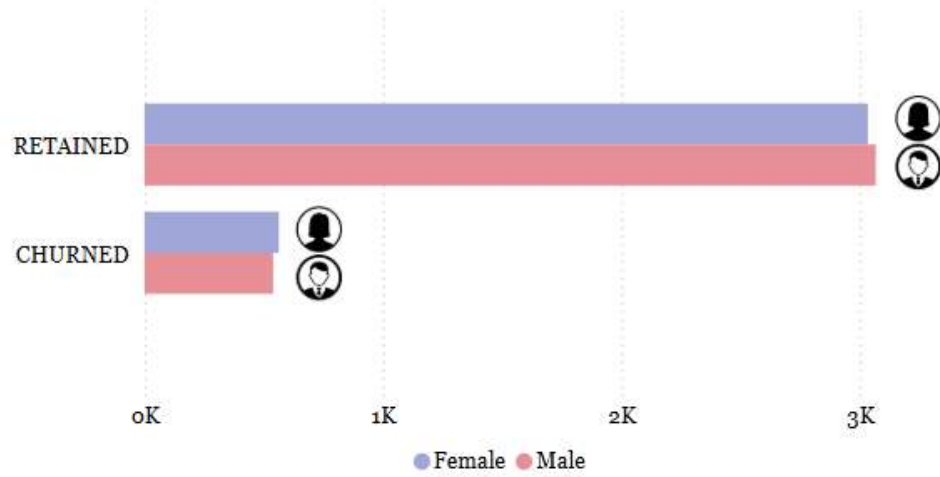
CHURNED BY INCOME & REGION



PRODUCT HELD VS CHURNED



### CHURNED VS RETAINED BY GENDER



Female



Male



### CHURNED BY CREDIT BAND



RETAINED

CHURNED

0%

50%

100%

### CHURNED BY REGION



RETAINED

CHURNED

0M

50M

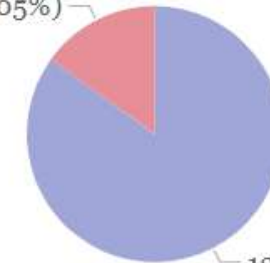
100M

Abu Dhabi Ajman Dubai Fujairah RAK Sharjah Umm AL-Quwain

### CHURNED BY INCOME



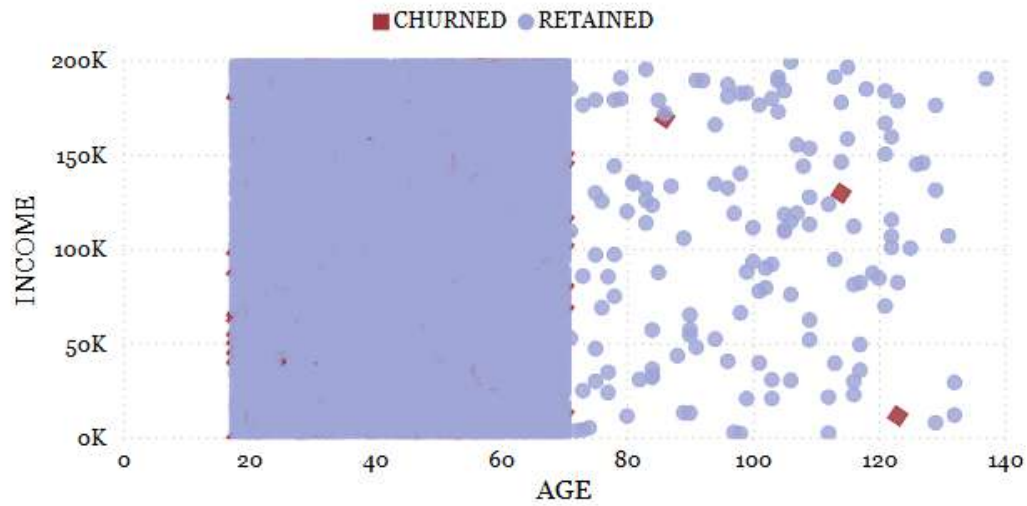
21M (15.05%)



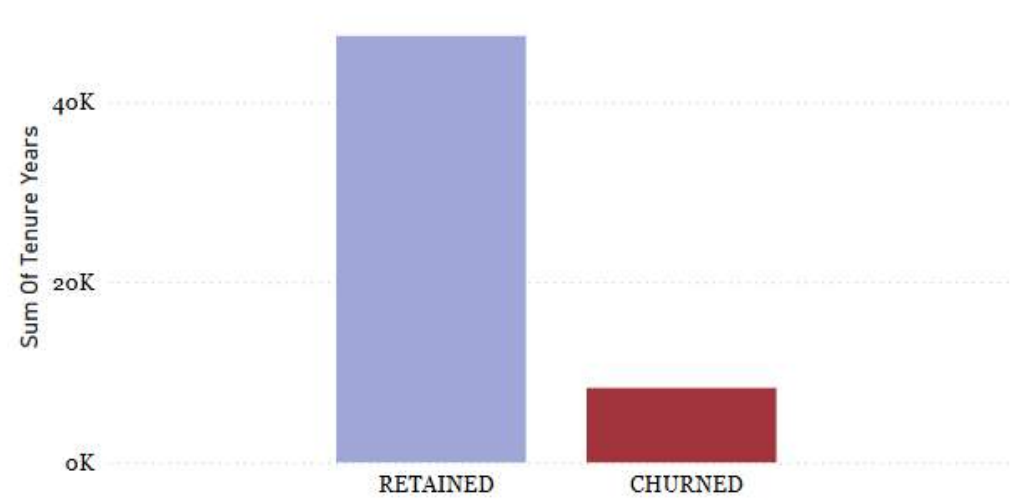
120M (84.95%)

RETAINED CHURNED

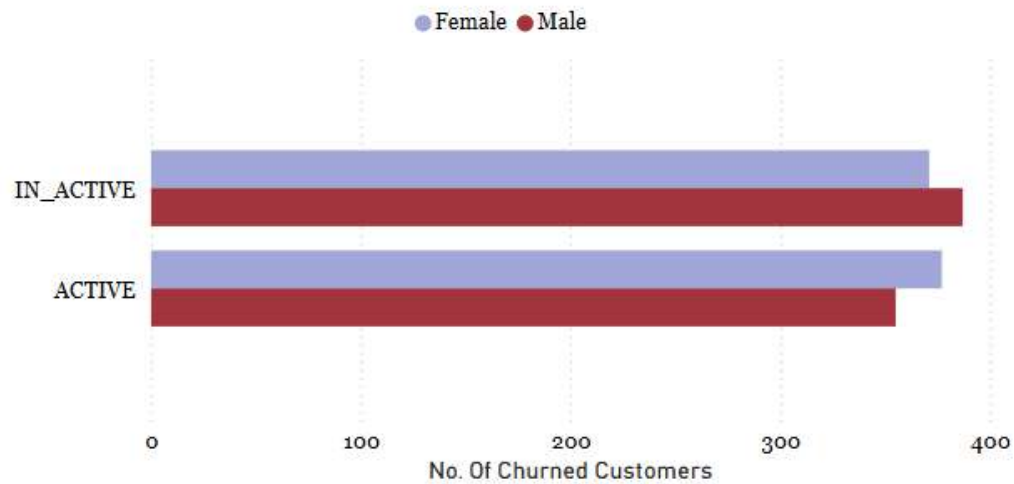
### AGE VS ACCOUNT BALANCE



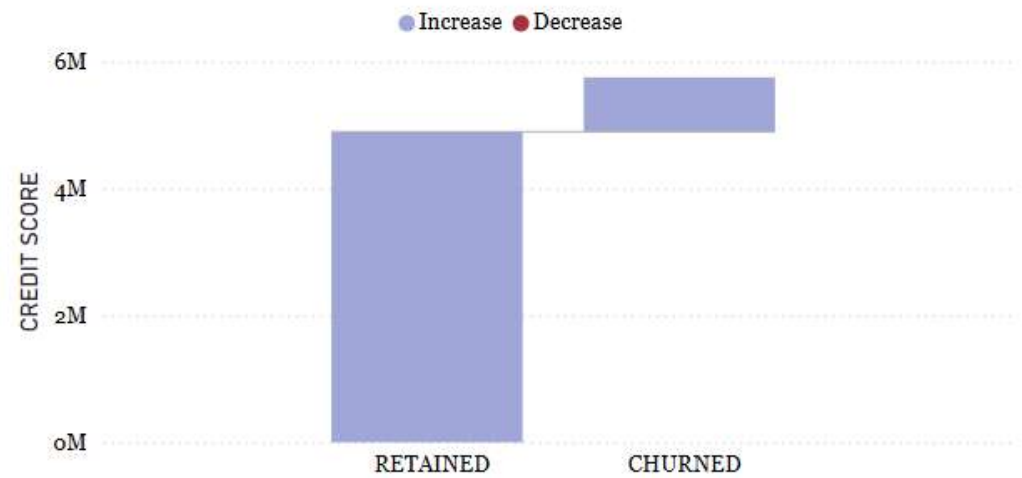
### TENURE VS CHURNED









### ACTIVE CHURNED CUSTOMERS



### SCORE VS CHURNED



<div>Female</div> <div></div>	<div><u>GENDERS</u></div>	<div><u>PRODUCT HELD</u></div> <div><div>1</div><div>2</div><div>3</div></div>	<div><u>ACTIVE/INACTIVE</u></div>	<div>ACTIVE</div> <div></div>
<div>Male</div> <div></div>				<div>IN_ACTIVE</div> <div></div>
<div>1</div>				<div>Abu Dhabi</div>
<div>2</div>	<div><u>TENURE YEARS</u></div> <div></div>		<div><u>REGION</u></div> <div></div>	<div>Ajman</div>
<div>3</div>				<div>Dubai</div>