Bank Churn Analysis

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As of the present date, our bank boasts a clientele of 10,000 individuals. Among these, 51.51% are categorized as active clients, while the remaining 48.49% have been classified as deactivated clients.

Under the prevailing global circumstances, a churn rate of 20.37% has been observed. Remarkably, the year 2019 recorded a more favorable figure of 19.86%, signifying a notable improvement over the preceding two years, both of which exhibited a higher churn rate of 22.35%. Notably, the historical nadir of the churn rate stands at 19.27%, dating back to 2016.

Zooming in on the monthly churn rate dynamics, a comparative analysis with the year 2019 reveals a decline culminating at the close of the last quarter, with a rate of 19.57%. The lowest recorded percentage occurred in July, registering at 16.22%, while the peak was observed in November at 21.60%. This current year exhibits a subtle upward trend when contrasted with the patterns of 2018.

When evaluating the churn rate across different credit score levels, it becomes evident that customers categorized under the "Poor" credit score level exhibit a rate of 22.02%. Following closely are customers falling under the "Very Good" credit score level, with a churn rate of 20.59%. In essence, the most pronounced incidence of churn occurs among clients with lower credit scores.

At the gender category, it is noteworthy that 16.46% of male clients have discontinued their association with the bank, as compared to a churn rate of 25.07% among female clients.

Turning our attention to customers holding credit cards, a similar distribution pattern emerges. Cardholders demonstrate a churn rate of 20.18%, while non-credit card holders exhibit a slightly elevated rate of 20.81%.

Year | **Month** | **Country** | **Active Status** | **Exit Status** | **Credit Card** | **Credit Score Level** | **Gender**
All | All | All | All | All | All | All | All

10K
Total Clients

20.37 %
Churn Rate (%)

5151
Total Active Clients

7055
Total Credit Card Holder

2037
Total Exited Clients

7963
Total Retained Clients

Evolution of churn rate (%)

Active Status ● Active ● Inactive

Year	Active	Inactive
2016	12.61 %	26.15 %
2017	15.72 %	29.27 %
2018	14.88 %	25.94 %
2019	13.82 %	26.40 %
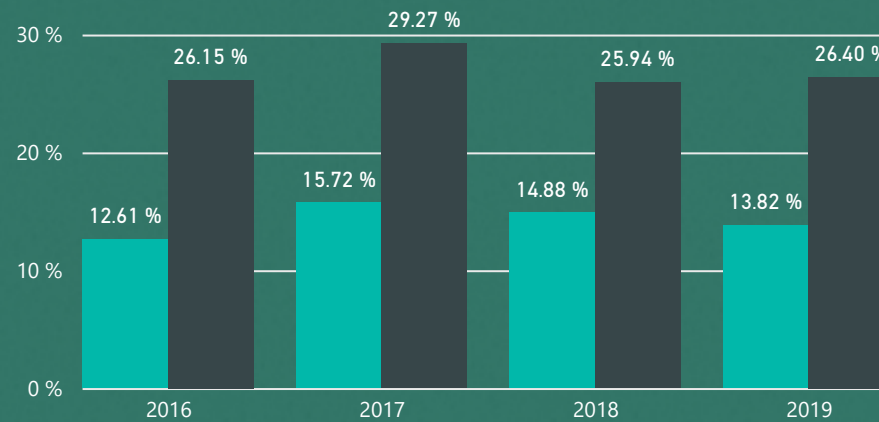
Previous year vs Current year in Churn Rate (%)

Año ● 2018 ● 2019

Mes	2018	2019
Enero	21.62 %	17.34 %
Febrero	20.65 %	20.34 %
Marzo	21.33 %	19.75 %
Abril	20.00 %	18.78 %
Mayo	22.83 %	20.16 %
Junio	19.34 %	19.23 %
Julio	20.10 %	16.22 %
Agosto	25.00 %	17.26 %
Setiembre	21.24 %	19.89 %
Octubre	21.36 %	16.50 %
Noviembre	21.60 %	20.38 %
Diciembre	19.43 %	
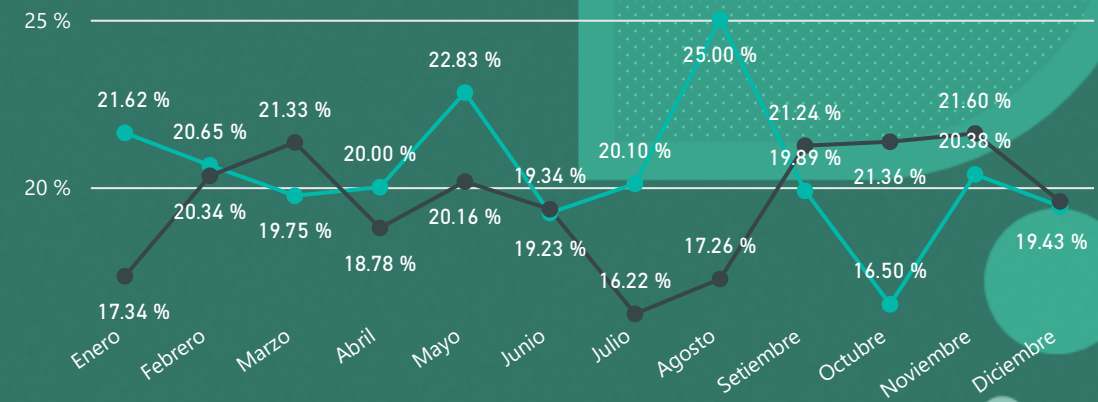
Churn Rate (%) Distribution by Credit Score Level

Poor	Fair	Good	Very Good	Excellent
22.02 %	20.56 %	18.62 %	20.59 %	19.54 %

Churn Rate (%) by Gender

Male 16.46 %
Female 25.07 %
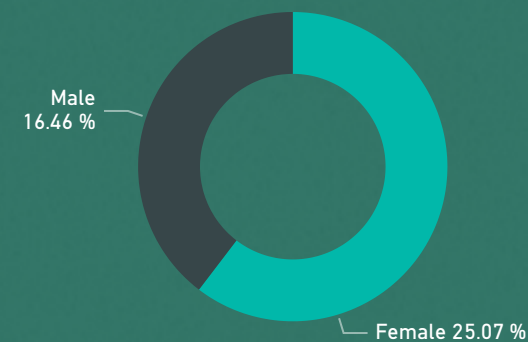
Churn Rate (%) by Credit Card Holder

Holder 20.18 %
Non Holder 20.81 %

10K
Total Clients

20.37 %
Churn Rate (%)

5151
Total Active Clients

7055
Total Credit Card Holder

2037
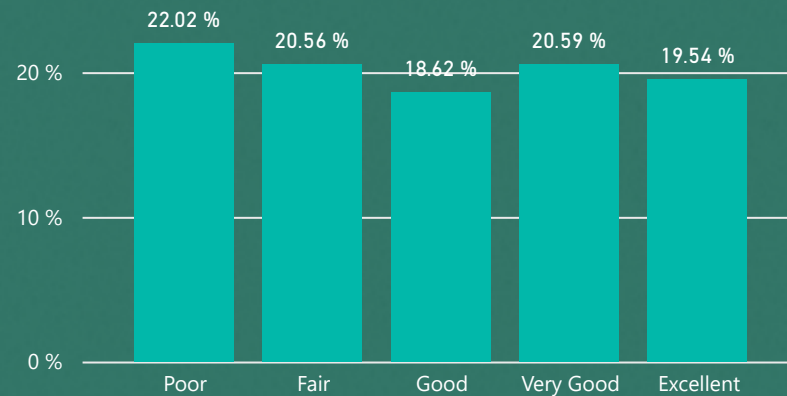# Total Exited Clients

7963
Total Retained Clients

Churn Rate (%) Distribution by Age

80 %
71.43 %
62.75 %
60 % 54.05 %
43.28 %
44.44 %
40 % 32.43 % 31.58 % 50.00 %
18.85 % 25.93 %
20 % 9.09 % 13.51 %
0 % 0.00 % 0.00 %

20   40   60   80   100
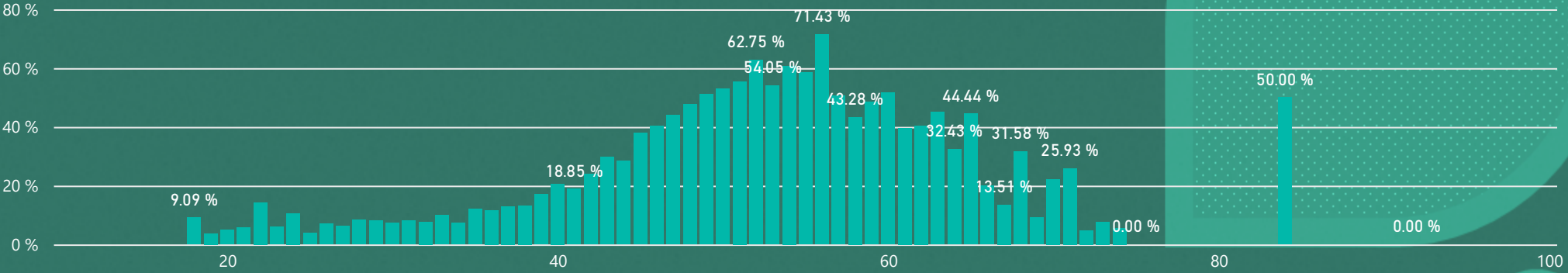
Main reasons for Churn Rate(%) Analysis

Active Status ✕	Exit Status ✕	Credit Score Level ✕	# Products ✕
Active	Exit	Poor	

 # Total Clients 10000

Active 5151
Inactive 4849

Exit 735
Retain 4416

Poor 182
Fair 258
Good 158
Very Good 98
Excellent 39

1 — 128
2 — 27
3 — 21
4 — 6