

# Executive Data Analytics Report

*Generated on 2025-11-21 04:02*

## Selected Insights Export

### Assistant:

The likelihood of a customer having a credit card is relatively high (between 62% and 75%) regardless of their tenure or activity status. There is no strong, consistent relationship indicating that longer tenure or being an active member significantly increases or decreases the likelihood of having a credit card. The differences in credit card ownership between active and inactive members, and across different tenures, are generally small and fluctuate.

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