Bank Customer Churn Analysis Report

Key Performance Indicators (KPIs):

1. Churned Members: This is a DAX Function to get a total number of members that have left the bank i.e those are churned.
   Formula: Count of members that left.

```
1 ChurnedMembers = CALCULATE(COUNTROWS('Customer-Churn-Records'), 'Customer-Churn-Records'[Exited] = 1)
```

2. Churn Rate: This is also a DAX function to get the percentage of those members that have left i.e Churned members rate.
   Formula: (Count of Churned Members/ Total members) * 100

```
1 ChurnRate = DIVIDE('Customer-Churn-Records'[ChurnedMembers],COUNT('Customer-Churn-Records'[RowNumber])) * 100
```

Insights and Analysis:

1. **Churn by Age Group:**
   a. <u>Churn rate btw Age</u> 40-50: As we can see in our analysis, the age group 40-50 is that age group from which we can see **significance rise** in churn rate i.e **30.83%.**
   b. <u>Churn rate btw Age 50-60:</u> According to our analysis, the age group 50-60 has the highest **churn rate** of **56.04%.**
   c. <u>Churn Rate btw Age 60-70+:</u> As we already know, 50-60 age group has the highest churn rate, but we can se that people above age 60, have lower churn rate in comparison i.e **35.02% in 60-70, 10.29% in 70-80** and keeps on decreasing.

   Conclusion: 40-60 Aged people have more chances of leaving the bank rather than young and older members.

2. **Churn by Balance:**
   a. <u>Balance over 160K:</u> Members having more than 160K have a higher churn rate of **37.18%**, those who have **over 180K have 75% churn rate**. These members have higher chances to leave the bank.
   b. <u>Balance Lower 160K:</u> Members having lower bank balance are less likely to leave the bank with an <u>average churn rate of **21.55%**</u>. But we can see that we have a significant number of members having 0 or very less bank balance.

   Conclusion: Members having higher bank balance are more likely to leave the bank. Reasons could be shifting in financial priorities, getting better interest rate elsewhere.

3. **Churn by Estimated Salary:**
   a. <u>Salary Around 75K:</u> Members having 75K estimated salary have lowest churn rate of **18.77%.**
   b. <u>Salary Above 150K:</u> Members having estimated salary above 150K have the highest churn rate of **21.75%**.

   Conclusion: Higher Salary people more oftenly leave bank.