

Bank Customer Churn

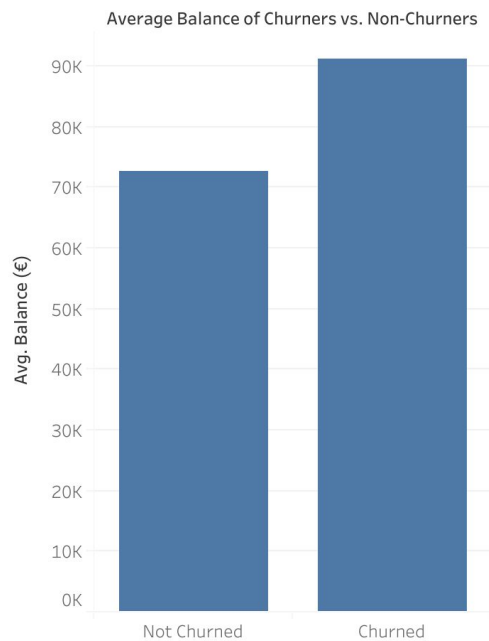
Cesar Martinez



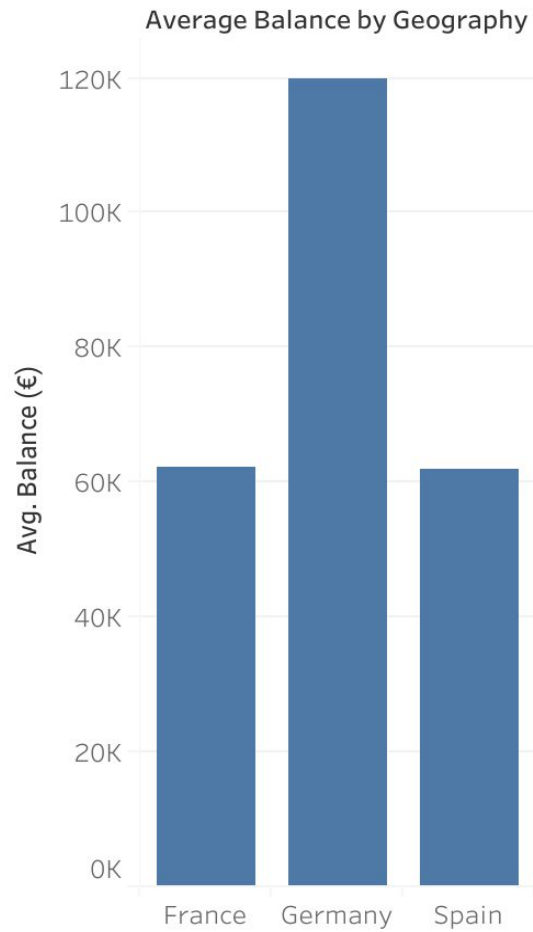
Account Balances & Geography

- With the largest account balances, Germans are the most likely to churn when compared to their French and Spanish counterparts. The opportunity cost of earning more in interest at other banks may be to blame.

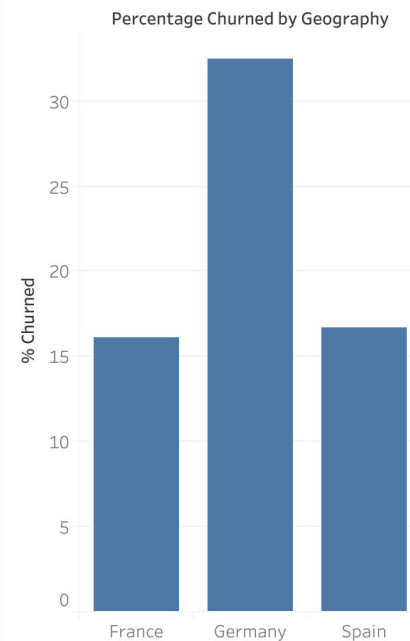
AvgBalanceChurnedNotChurned



AvgBalanceGeography



%ChurnedGeography

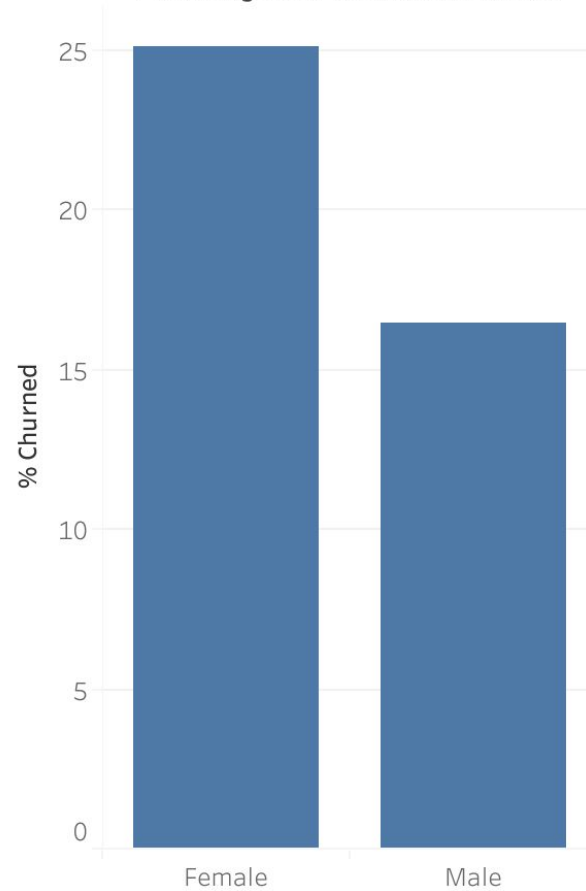


Churning by Gender

- 1 in 4 females has churned at this bank while only 16% of their male counterparts have.

%ChurnedMaleFemale

Percentage Churned Male vs. Female



Why are larger account balances churning so much, and why are females also doing the same?

Thank you!

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