Bank Customer Churn

Exited	Gender	Country	Card Category
All	All	All	All

10K	765M	20.38%	2.038K	6.38K
No of Customer	Total Amount of Account Balance	Churn Rate Customer Lost	No of Customer Left	Maintain Account Balance

Customer by Gender
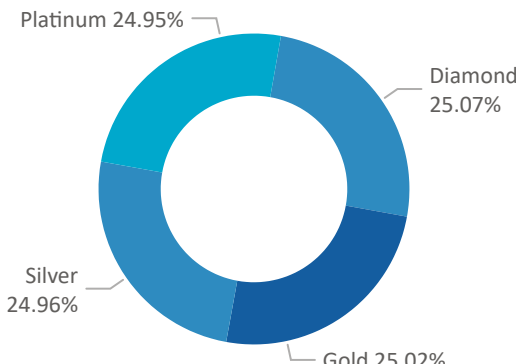
Female 45.43%

Male 54.57%
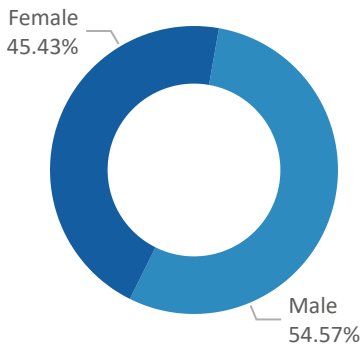
Gender ● Male ● Female

Customer by Country

Spain 24.77%

Germany 25.09%

France 50.14%
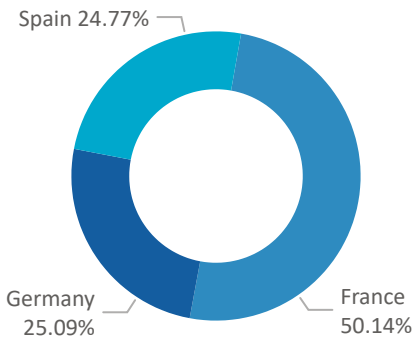
Country ● France ● Germany ● Spain

Customer by Card Category

Platinum 24.95%

Diamond 25.07%

Silver 24.96%

Gold 25.02%

Card Cat... ● Diamond ● Gold ● Silver ● Platinum

Customer by Age Category and Exited

Exited ● Customer Left ● Still Customer

Age Category	Customer Left	Still Customer
30-44	14.45%	85.55%
45-59	49.45%	50.55%
18-29		92.44%
60-74	30.93%	69.07%
75-92		98.15%

No of Customers — 0%, 50%, 100%
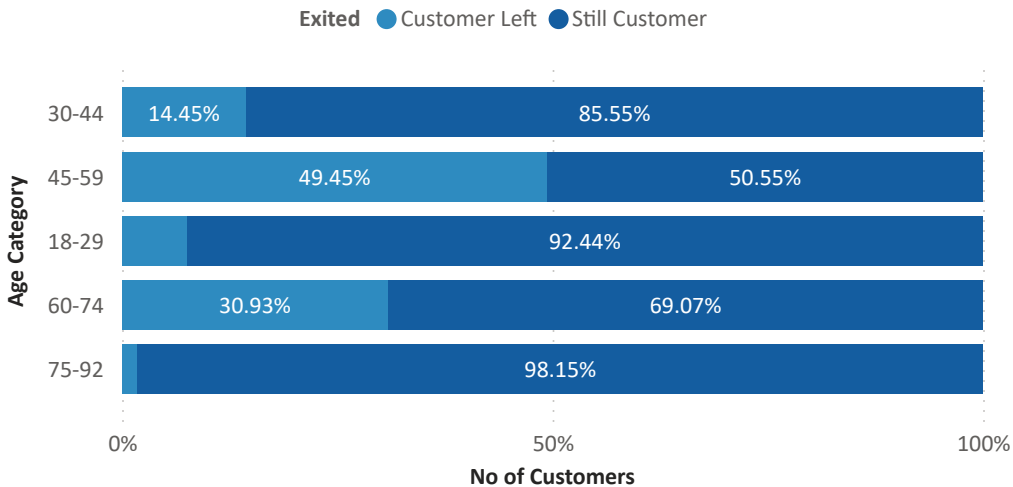
Customer by Credit Score Category

Category	No of Customers
Excellent (740-850)	1879
Fair (580-669)	3331
Good (670-739)	2428
Poor (450-579)	2177
Very Poor (350-449)	185
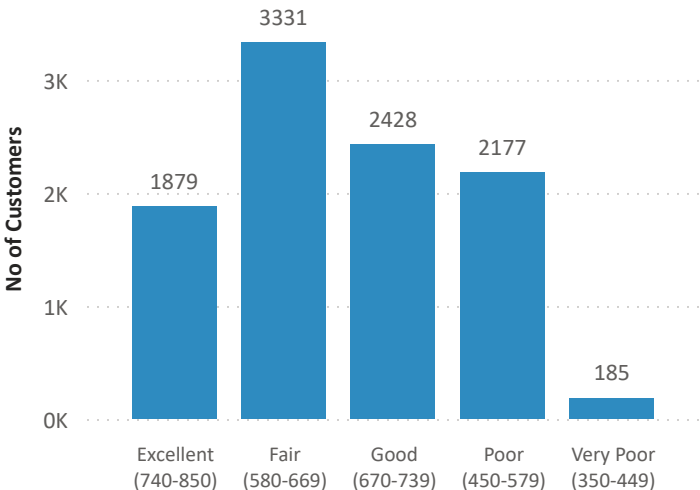
Customer by Satisfaction Rating and Exited

Exited ● Customer Left ● Still Customer

Satisfaction Rating	Customer Left	Still Customer
5	19.81%	80.19%
4	20.62%	79.38%
3	19.64%	80.36%
2	21.80%	78.20%
1	20.03%	79.97%
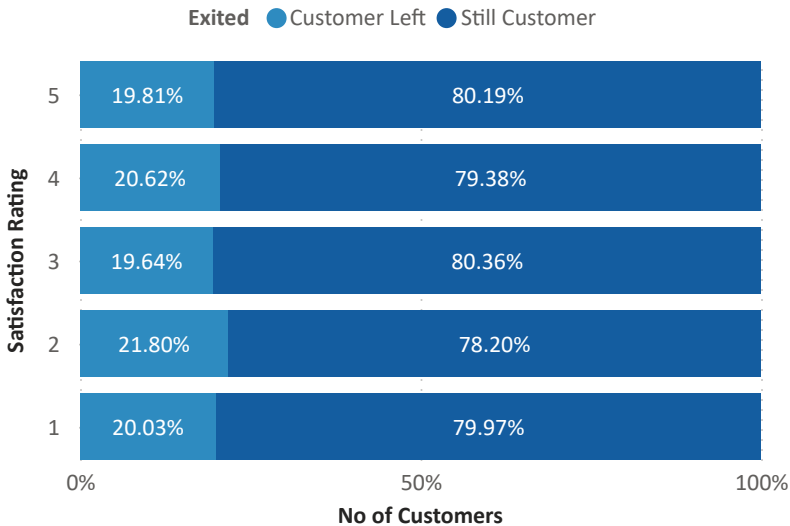
No of Customers — 0%, 50%, 100%

Top 5 Customer by Account Balance

Customer Name	Account Balance
Jennifer ...	0.80M
Robert S...	0.66M
James S...	0.52M
Laurie G...	0.45M
Christop...	0.42M
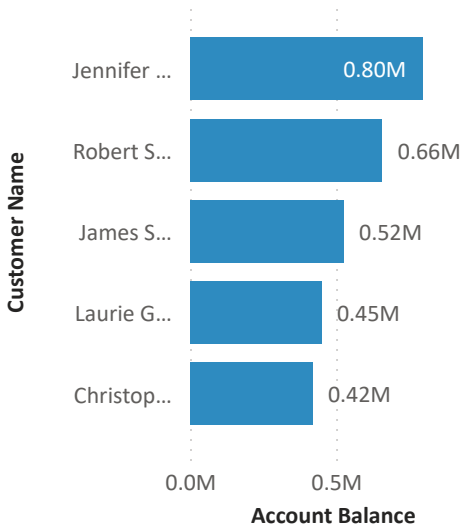
Customer by Products Used

Product Used	No of Customers
1	5084
2	4590
3	266
4	60