

CHURN ANALYSIS

BANK CUSTOMER DATA

9996

Total Customers

2037

Customers Lost

20.38%

Churn Rate

Country

France

Germany

Spain

Active Mem...

Active

Not Active

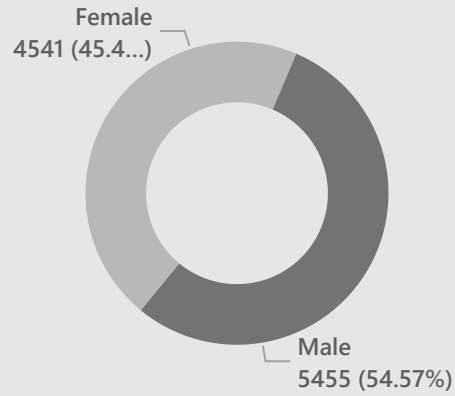
Tenure

0

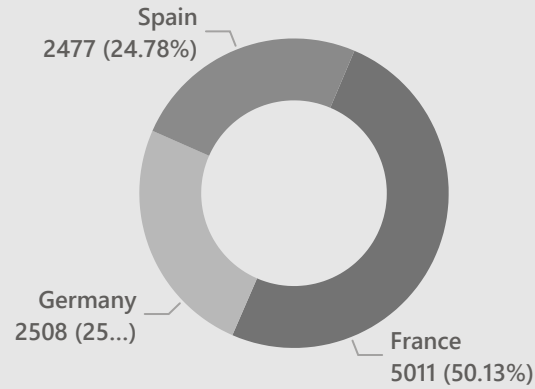
1

2

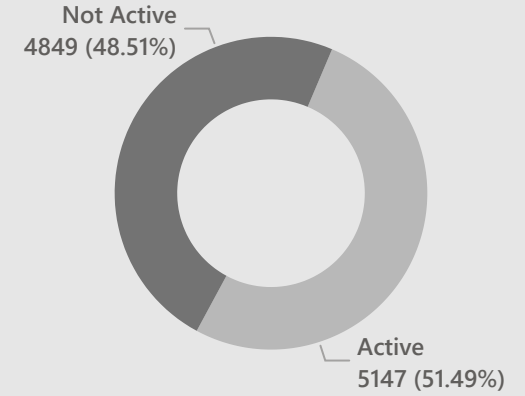
Total Customers by Gender



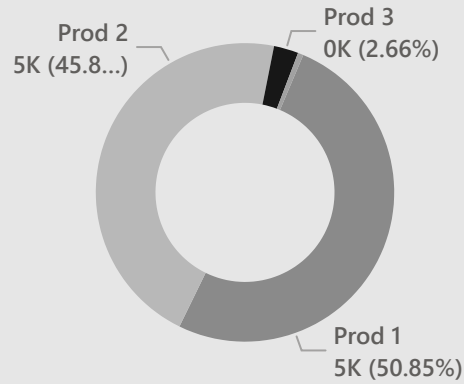
Total Customers and Total Customers by country



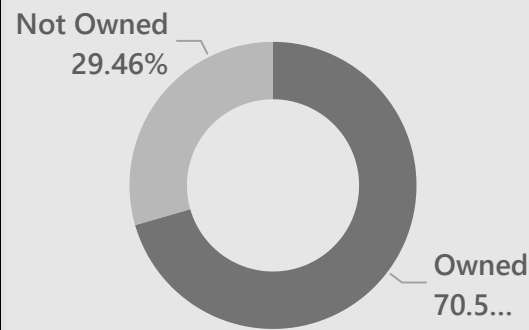
Total Customers by active_member



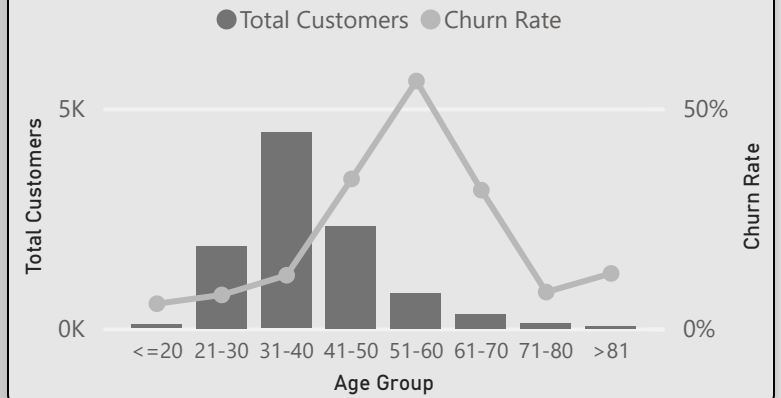
Total Customers by Product Number



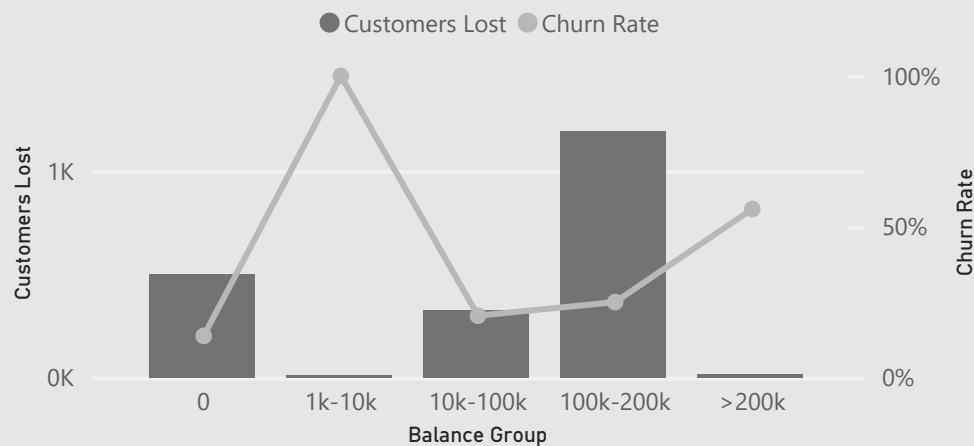
Total Customers by credit_card



Total Customers, Churn Rate and Customers Lost by Age Group



Total Customers, Customers Lost and Churn Rate by Balance Group



Total Customers, Customers Lost and Churn Rate by Credit Score Group

