

CUSTOMER CHURN ANALYSIS 2024

Total Customers

10K

Active Customers

5151

Inactive Customers

4849

Credit Card Holders

7055

Non credit card holders

2945

Churners

2037

Non churners

7963

Tenure

All

Age

All

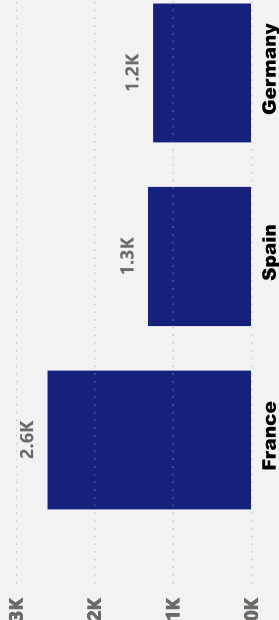
Country

All

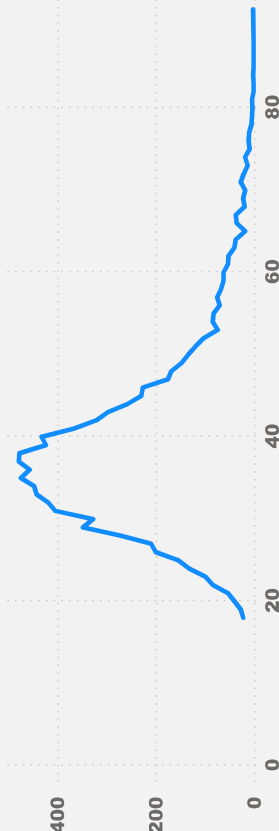
Gender

All

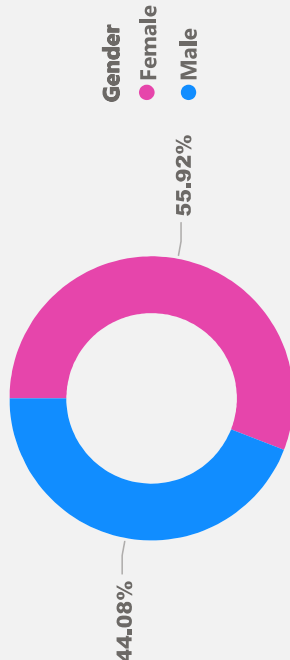
Active Customers by Country



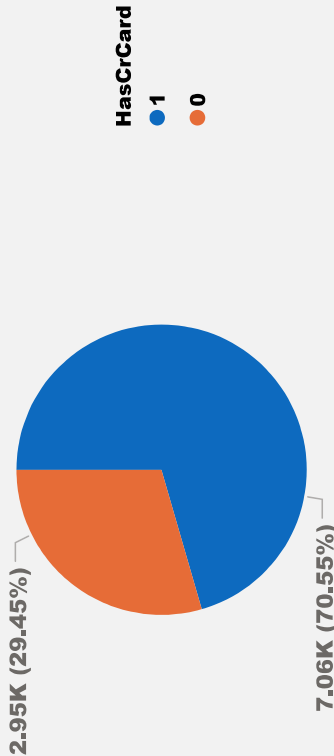
Churned customers by Age distribution



Churned Customers by Gender



Customers having Cards but left the bank



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