Customer_Churn_Analysis
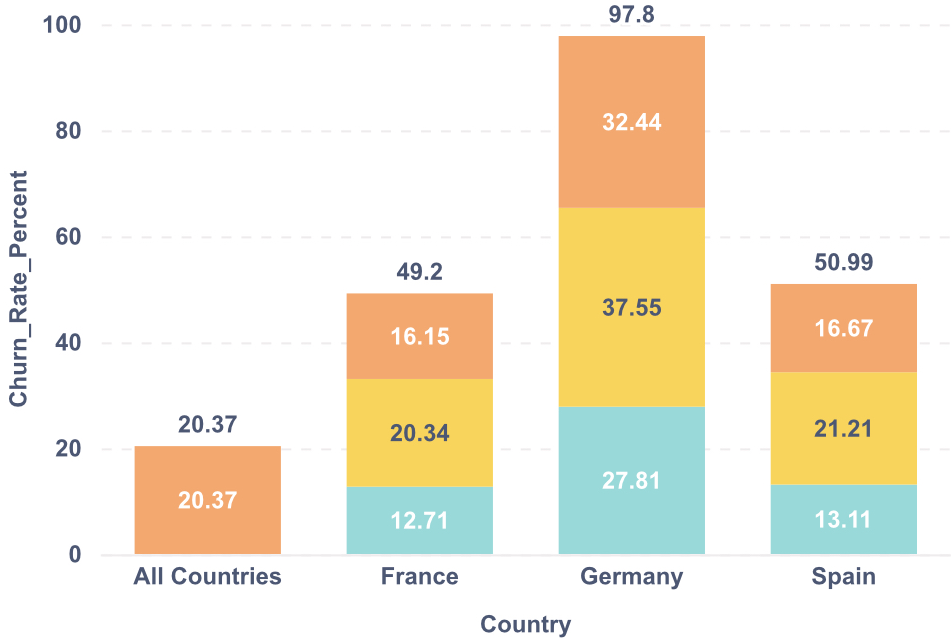
20.37
Overall Churn Rate

USD 185.59
Estimated Revenue Loss from Churned Customers

USD 91108.54/
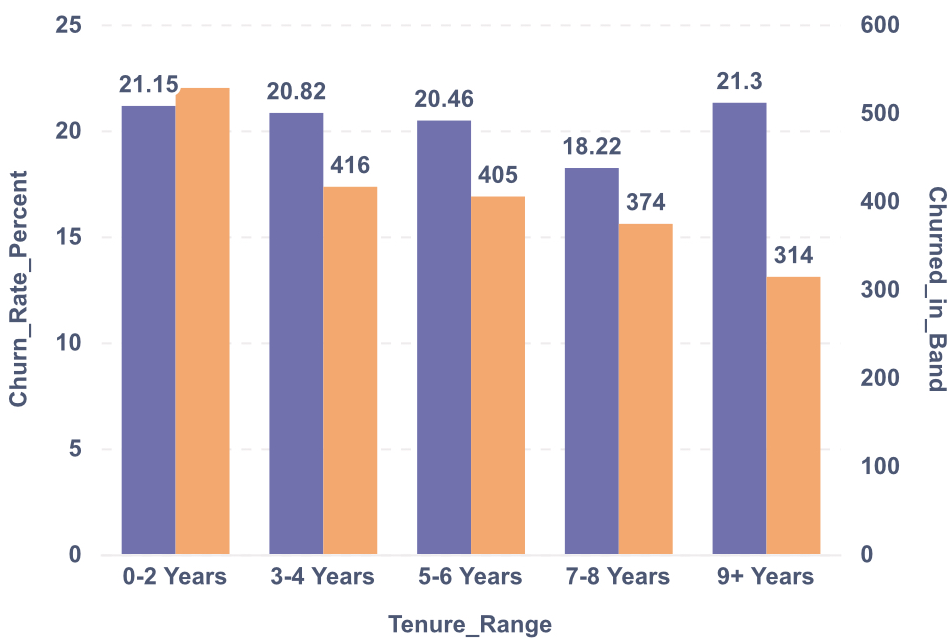Avg. Revenue Loss Per Churned Customer
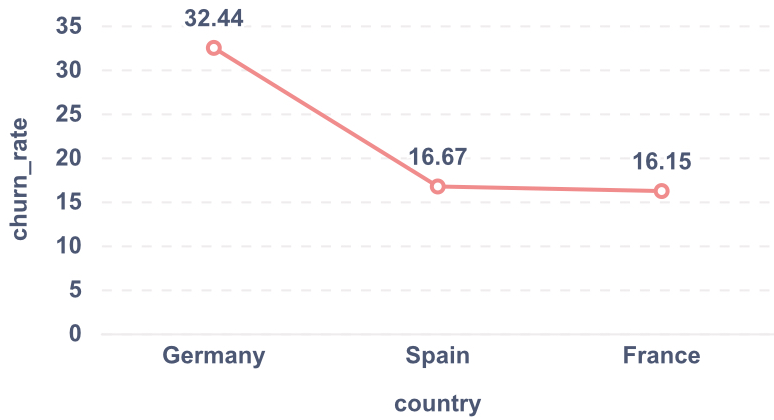
Churn Rate by Key Demographics

Legend: All Genders, Female, Male

Country	All Genders	Female	Male	Total
All Countries	20.37			20.37
France	16.15	20.34	12.71	49.2
Germany	32.44	37.55	27.81	97.8
Spain	16.67	21.21	13.11	50.99

Tenure Analysis: Churn Risk by Tenure Band

Legend: Churn_Rate_Percent, Churned_in_Band

Tenure_Range	Churn_Rate_Percent	Churned_in_Band
0-2 Years	21.15	524
3-4 Years	20.82	416
5-6 Years	20.46	405
7-8 Years	18.22	374
9+ Years	21.3	314

Highest Churn Risk Region

country	churn_rate
Germany	32.44
Spain	16.67
France	16.15

Customer Lifetime Value (CLV) Proxy

x-axis: clv_quartile (1, 2, 3, 4)

Low-Engagement Segment

Legend: Female, Male
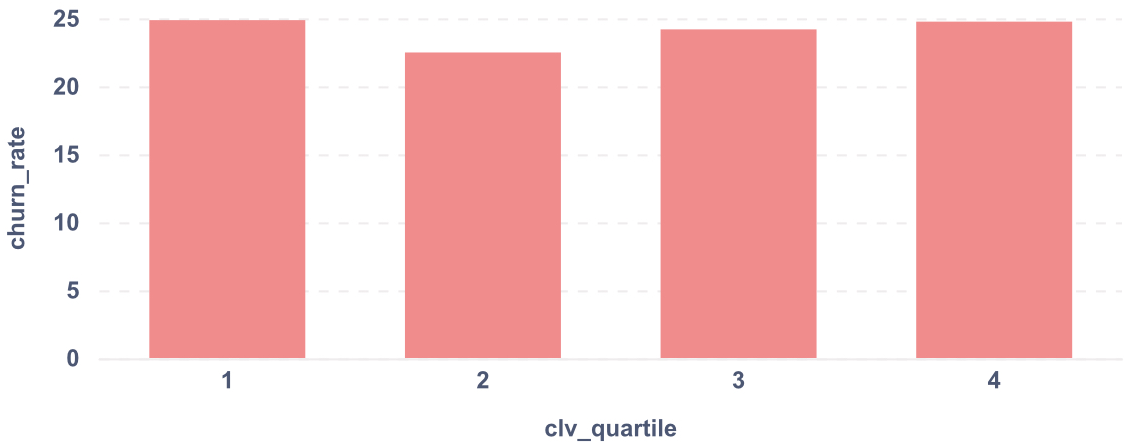
x-axis: country (Spain, France)
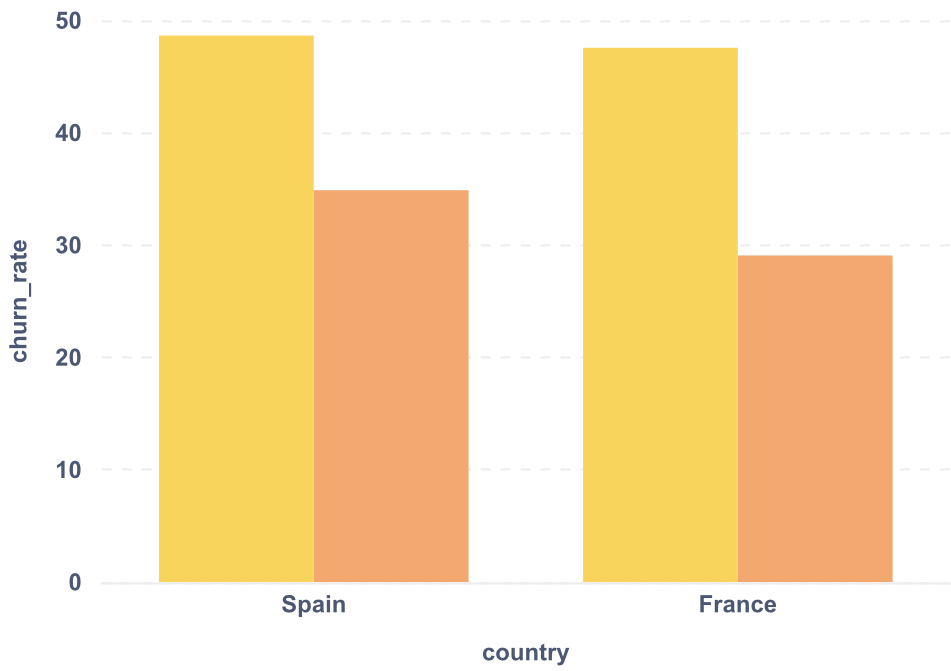
Product-Country Interaction

Legend: France, Germany, Spain

x-axis: products_number (1, 2, 3, 4)
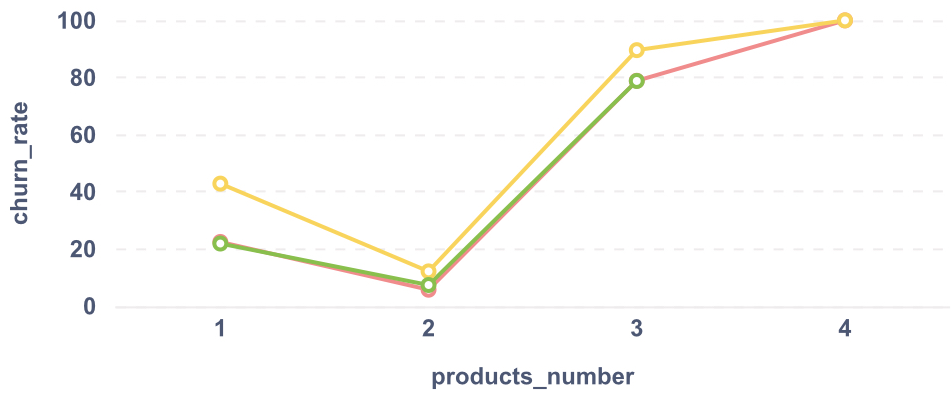
Products_number Vs Churn_rate

x-axis: products_number (1, 2, 3, 4)
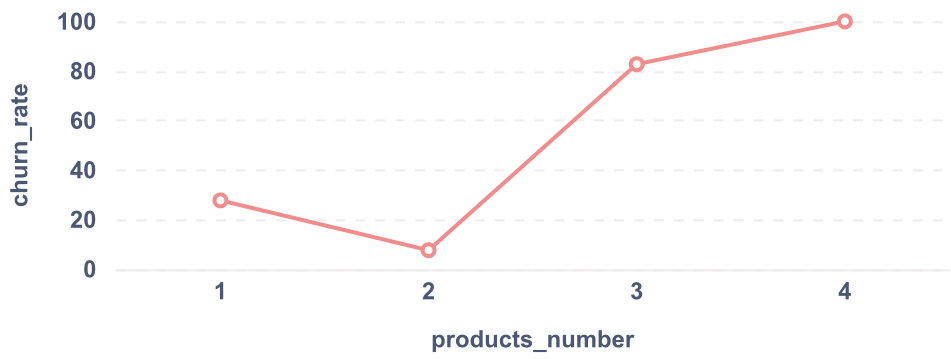
Country-Specific Active Member Paradox

Legend: churn_rate, deviation_from_country_avg

x-axis: country (France, Germany, Spain)

Balance Quartile Analysis

x-axis: balance_quartile (1, 2, 3, 4)

Most Vulnerable Segment

Legend: Active, Inactive

x-axis: age_group (Middle-Aged (30-50), Senior (>50), Young (<30))

Comprehensive Risk Segmentation

Legend: Excellent Credit, Fair Credit, Good Credit, Poor Credit, Very Good Credit

x-axis: balance_category (High Balance, Medium Balance, No Balance, Low Balance)

Estimated Salary Impact

Age Band Analysis
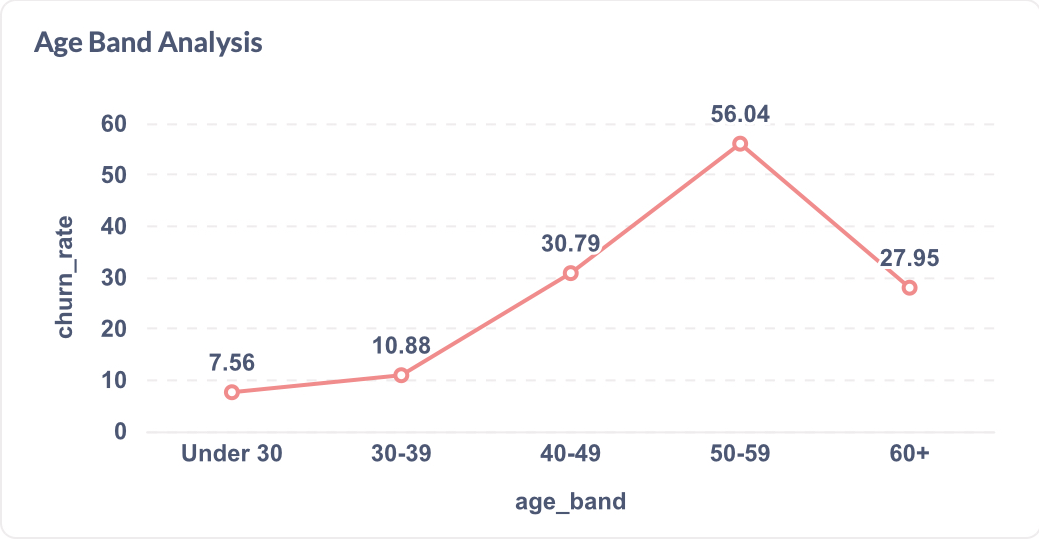
High-Value Customer Churn Analysis

customer_id	credit_score	country	age	tenure	balance	products_number	credit_card	active_member	estimated_salary
15,704,442	672	France	53	9	169,406.33	4	1	1	147,311.47
15,599,329	697	France	49	7	195,238.29	4	0	1	131,083.56
15,624,180	584	Germany	37	10	134,171.8	4	1	1	70,927.11
15,724,161	644	France	40	9	137,285.26	4	1	0	77,063.63
15,801,559	693	Germany	41	9	181,461.48	3	1	1	187,929.43
15,752,294	582	France	38	9	135,979.01	4	1	1	76,582.95

100 rows

Cohort Retention Analysis (2013–2023)