CHURN ANALYSIS
BANK CUSTOMER DATA

10K
Customer

15.0%

20.4%

0.0%   100.0%
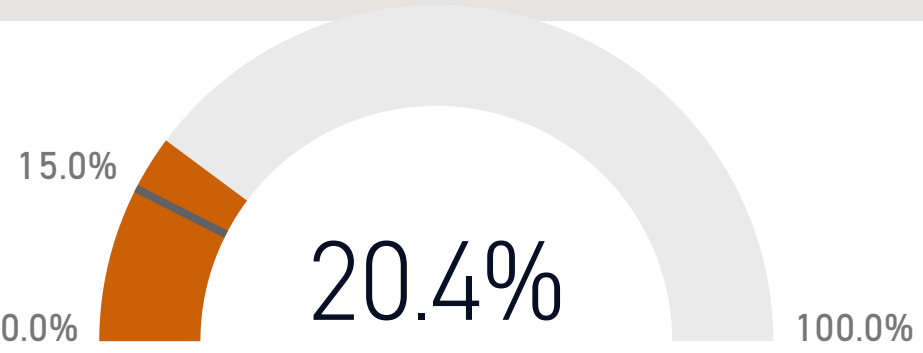
Churn Status

All

Customer by Gender
● Male ● Female

5K (45.43%)

5K (54.57%)
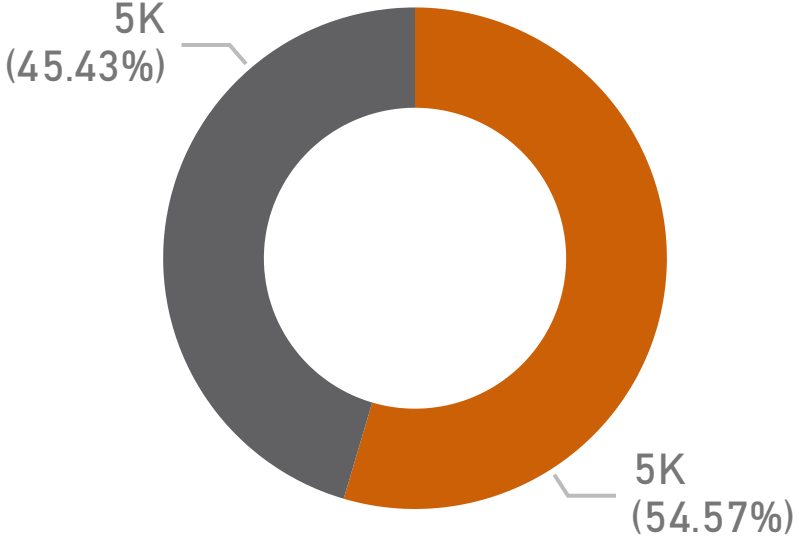
Customer by Activity Status
● Active ● Inactive

5K (48.49%)

5K (51.51%)
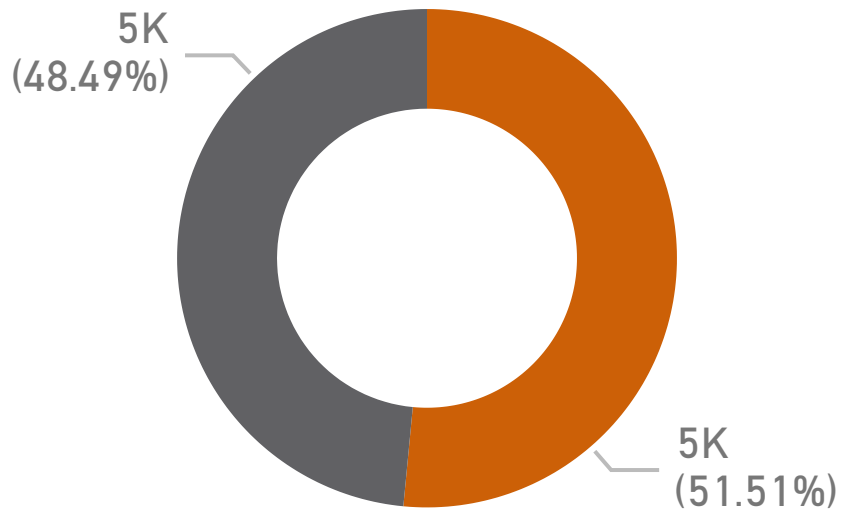
Customer by Credit Card Status
● Owned ● Not Owned

3K (29.45%)

7K (70.55%)
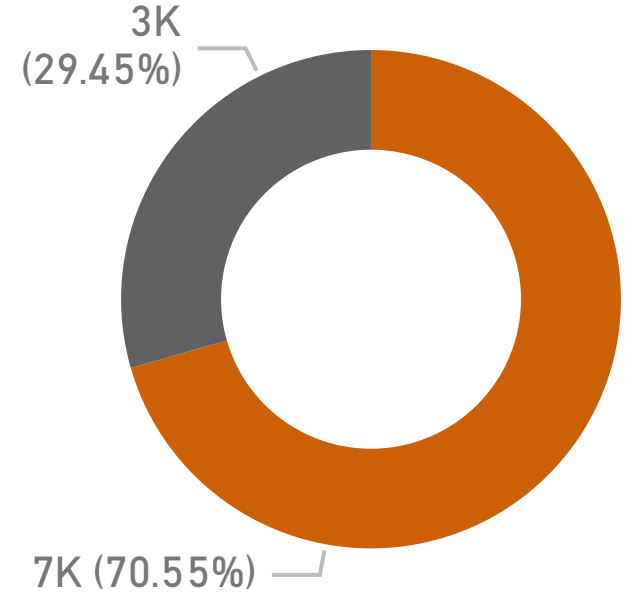
Customer by Country
● France ● Germany ● Spain

2K (24.77%)

3K (25.09%)

5K (50.14%)
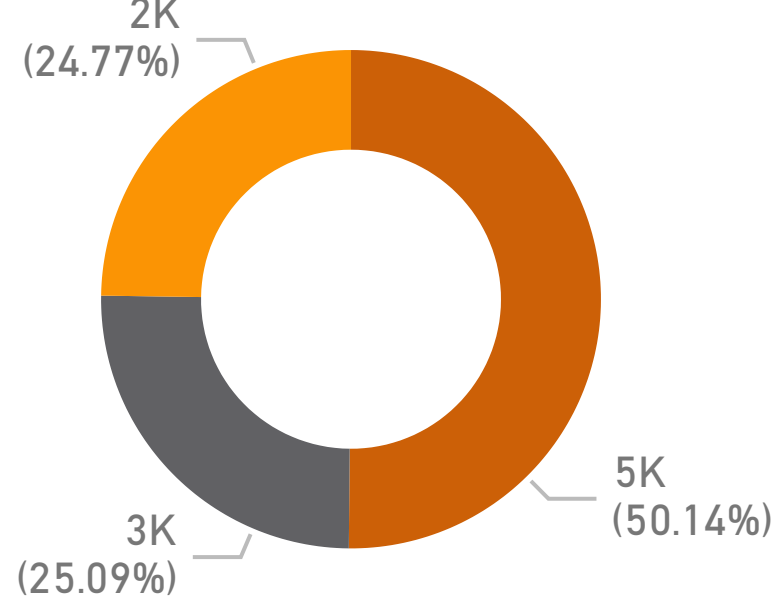
Customer by Products
● Pro 1 ● Pro 2 ● Pro 3 ● Pro 4

0K (2.66%)

5K (45.9%)

5K (50.84%)
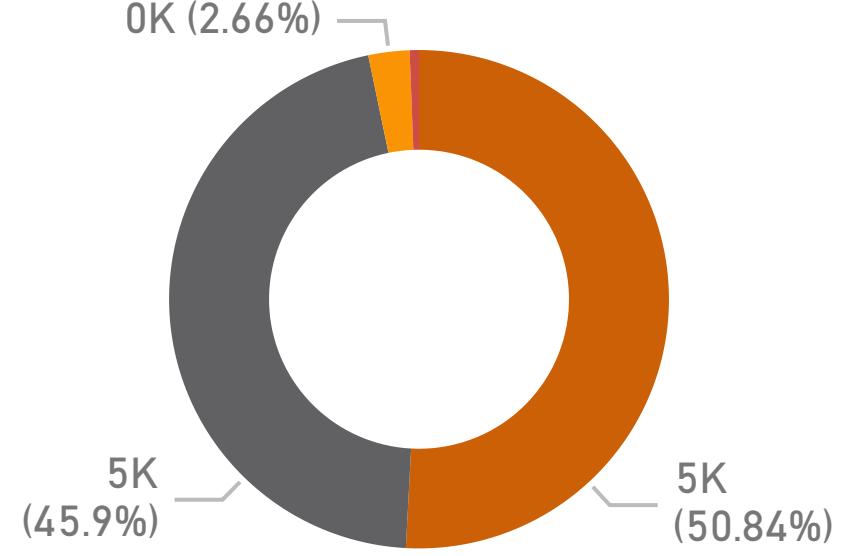
Customer and Churn Rate by Age Groups
● Number of Customer ● Churn Rate

Age Groups: <20, 21-30, 31-40, 41-50, 51-60, 61-70, 71-80
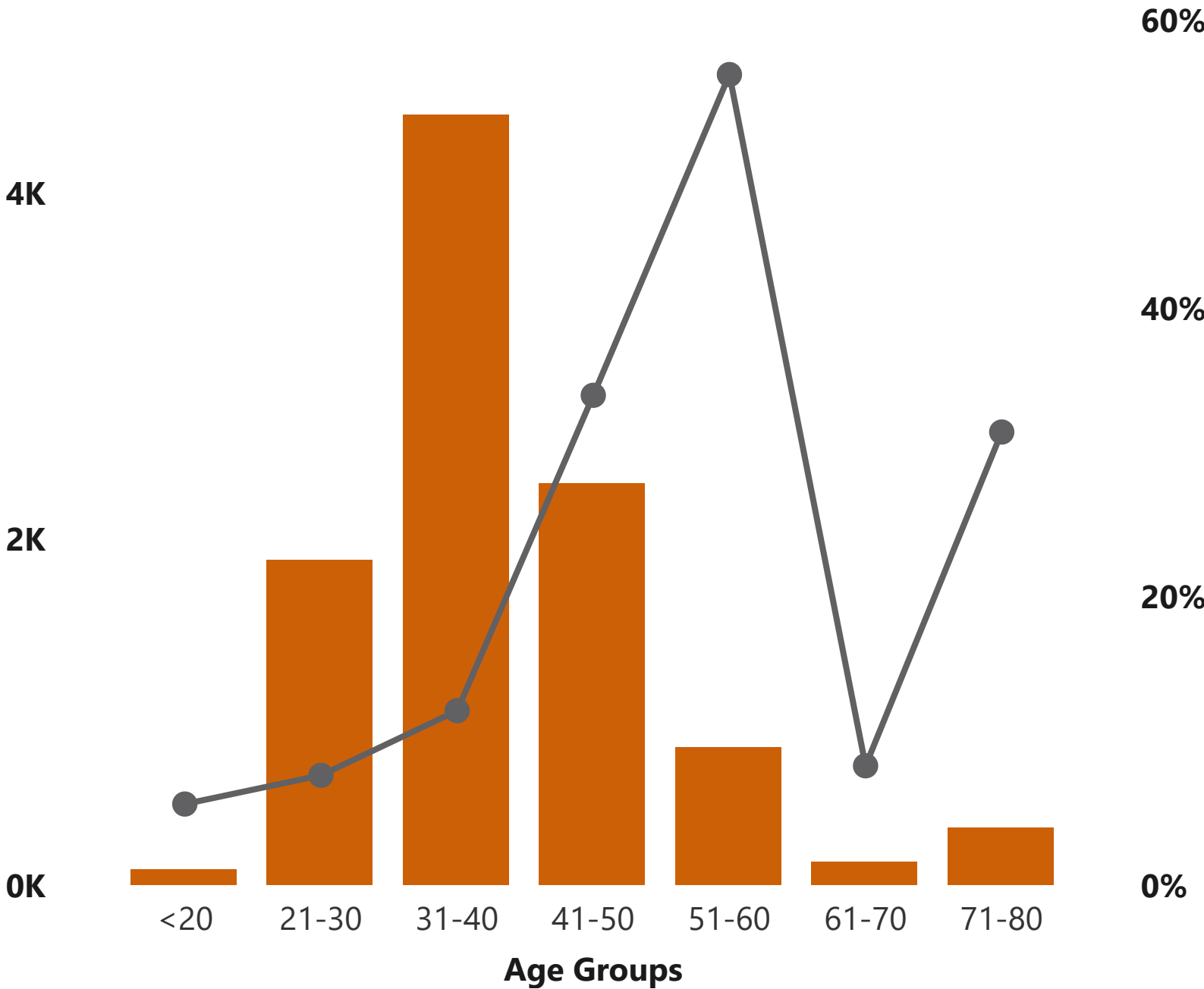
Customer and Churn Rate by Credit Scores
● Number of Customer ● Churn Rate

Credit Scores: <=400, 401-500, 501-600, 601-700, 701-800, >801
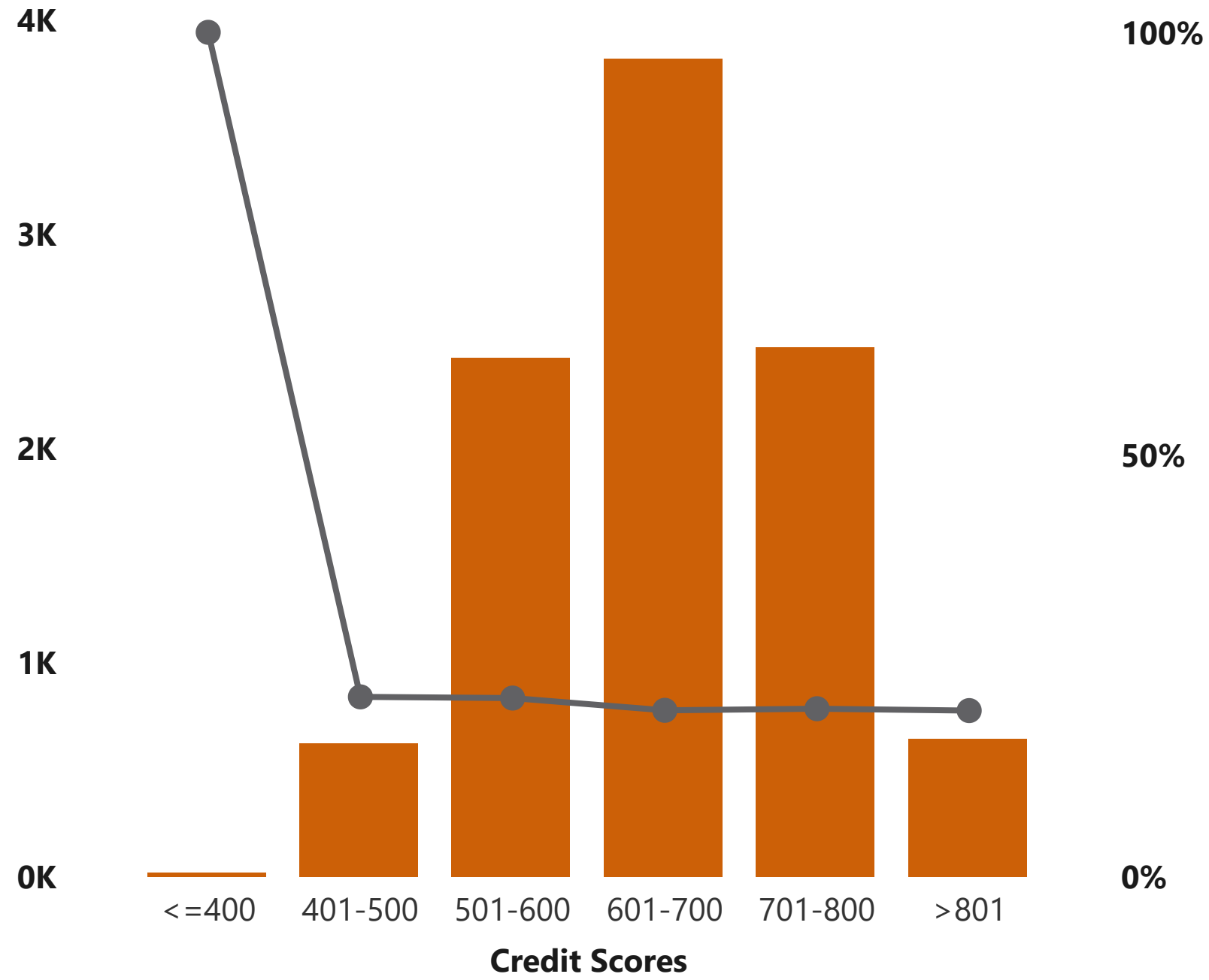
Customer and Churn Rate by Account Balance
● Number of Customer ● Churn Rate

Account Balance: 0, 1k-10k, 10k-100k, 100k-200k, >200k