**BANK CHURN ANALYSIS : [RAW TABLE]**

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**LOOK UP TABLES:**

**A screenshot of a phone

Description automatically generatedActive customer: A screenshot of a computer

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**CreditCard:**

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**ExitCustomer**

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**Gender:**

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**Geography:**

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**CALCULATION TABLE:**

|  |  |
| --- | --- |
| **TABLE NAME** | **DAX FUNCTIONS** |
| Active customer | Active Customers = CALCULATE(count(Bank\_Churn[CustomerId]),ActiveCustomer[ActiveCategory]="Active Member") |
| Churn % | churn % =  VAR EC=[Exit customers]  VAR TC=[TotalCustomers]  VAR churnper=DIVIDE(EC,TC)  RETURN churnper |
| Credit card holder | Credit Card Holder = CALCULATE(COUNT(Bank\_Churn[CustomerId]),CreditCard[Category]="credit card holder") |
| Exit customers | Exit customers = CALCULATE([TotalCustomers],ExitCustomer[ExitID]=1) |
| Inactive customers | Inactive Customers = CALCULATE(COUNT(Bank\_Churn[CustomerId]),ActiveCustomer[ActiveCategory]="Inactive Member") |
| Non credit hard holders | Non-creditcard holders = [TotalCustomers]-[Credit Card Holder] |
| Previous month  Exit customers | previous month exit customer = CALCULATE([Exit customers],PREVIOUSMONTH(DateMaster[Date])) |
| Retain Customers | Retain customers = CALCULATE([TotalCustomers],ExitCustomer[ExitCategory]="Retain") |
| Total customers | TotalCustomers = COUNT(Bank\_Churn[CustomerId]) |

**DATE MASTER:**

|  |  |
| --- | --- |
| **TABLE NAME** | **DAX FUNCTIONS** |
| Date | DateMaster = CALENDAR(FIRSTDATE(Bank\_Churn[Bank DOJ]),LASTDATE(Bank\_Churn[Bank DOJ])) |
| Month | Month = MONTH(DateMaster[Date]) |
| Month name | Month\_Name = FORMAT(DateMaster[Date],"MMM") |
| Year | Year = YEAR(DateMaster[Date]) |

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**MODEL VIEW:  
  
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|  |  |  |  |
| --- | --- | --- | --- |
| **TABLE NAME** | **PRIMARY KEY** | **FOREIGN KEY IN MAIN TABLE** | **RELATIONSHIP** |
| ActiveCutomer | ActiveID | IsActiveMember | One to Many |
| CustomerInfo | Customerid | Customerid | One to One |
| CreditCard | CreditID | HasCrCard | One to Many |
| DateMaster | Date | Bank DOJ | One to Many |
| ExitCustomer | ExitID | Exited | One to Many |
| Gender | GenderID | GenderID | One to Many |
| Geography | GeographyID | GeographyID | One to Many |