Customer Churn Analysis

Bank Customer Data

15.0%   20.4%
0.0%   100.0%
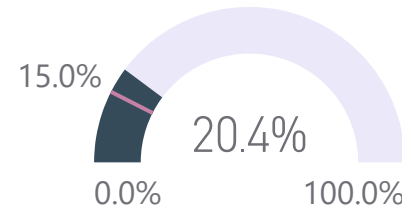
10K
Customers

Churn Status
All

Customers by Gender
● Male ● Female

Customers by Country
● France ● Germany ● Spain

France
Germany
Spain
0K   5K
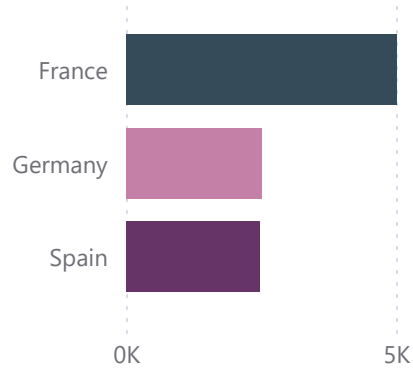
Customers by Credit Card Status
● Yes ● No

Customers by Products
● P1 ● P2 ● P3 ● P4

6K
4K
2K
0K
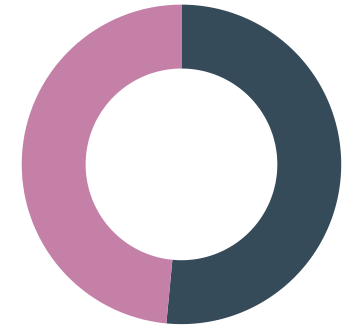   P1   P2   P3   P4
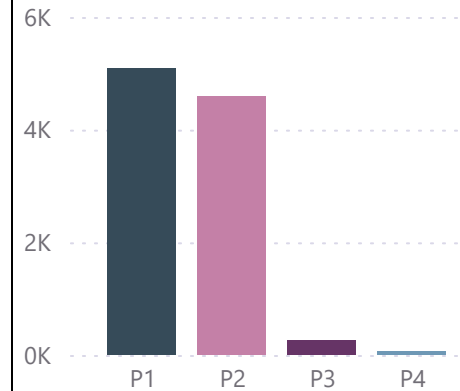
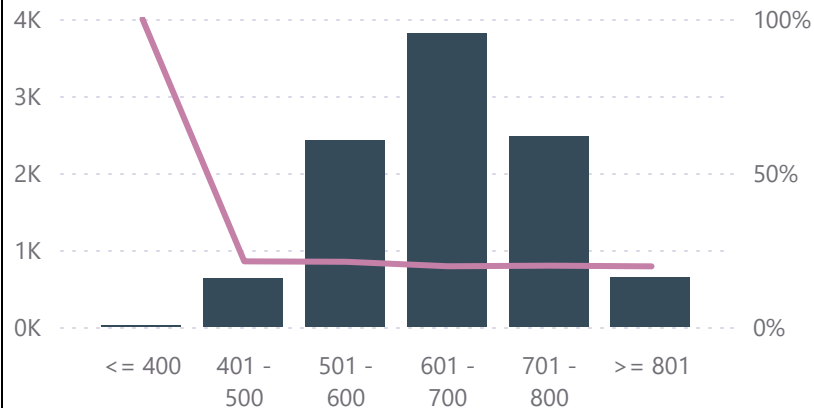## Customers by Activity
● Active ● Not Active

Customers and Churn Rate by Credit Scores
● Customers ● Churn Rate

4K   100%
3K
2K   50%
1K
0K   0%
  <= 400 401- 501- 601- 701- >= 801
          500   600   700   800

Customers and Churn Rate by Salary
● Customers ● Churn Rate

3K   21.5%
2K   21.0%
1K   20.0%
0K   19.5%
  < 50k 50k-100k 100k-150k > 150k
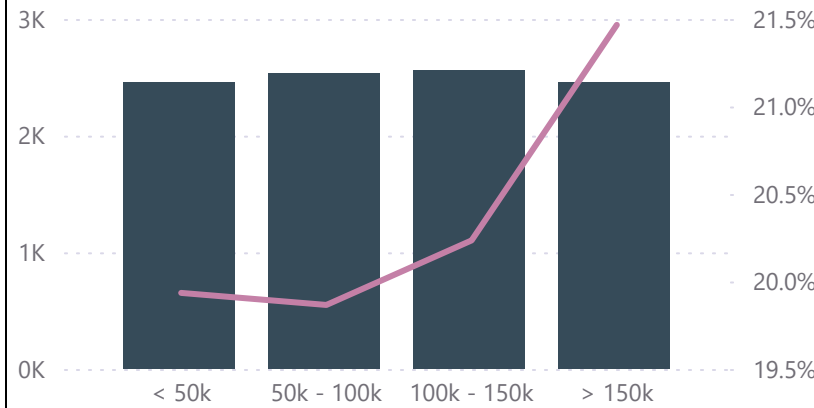
Customers and Churn Rate by Age Groups
● Customers ● Churn Rate

4K   40%
2K   20%
0K   0%
  < 20 20-29 30-39 40-59 >= 60