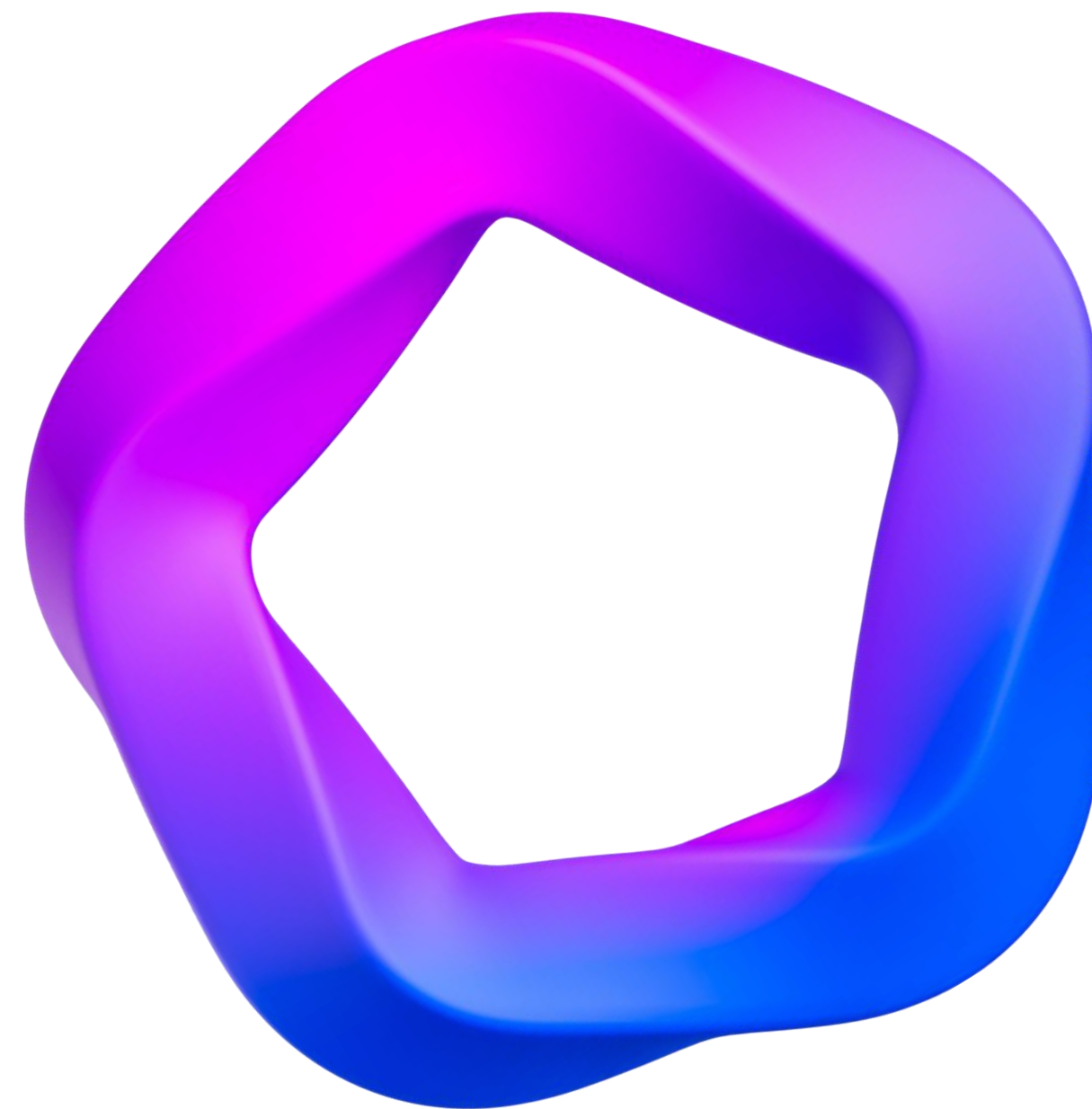




# **BANKING CUSTOMER CHURN**



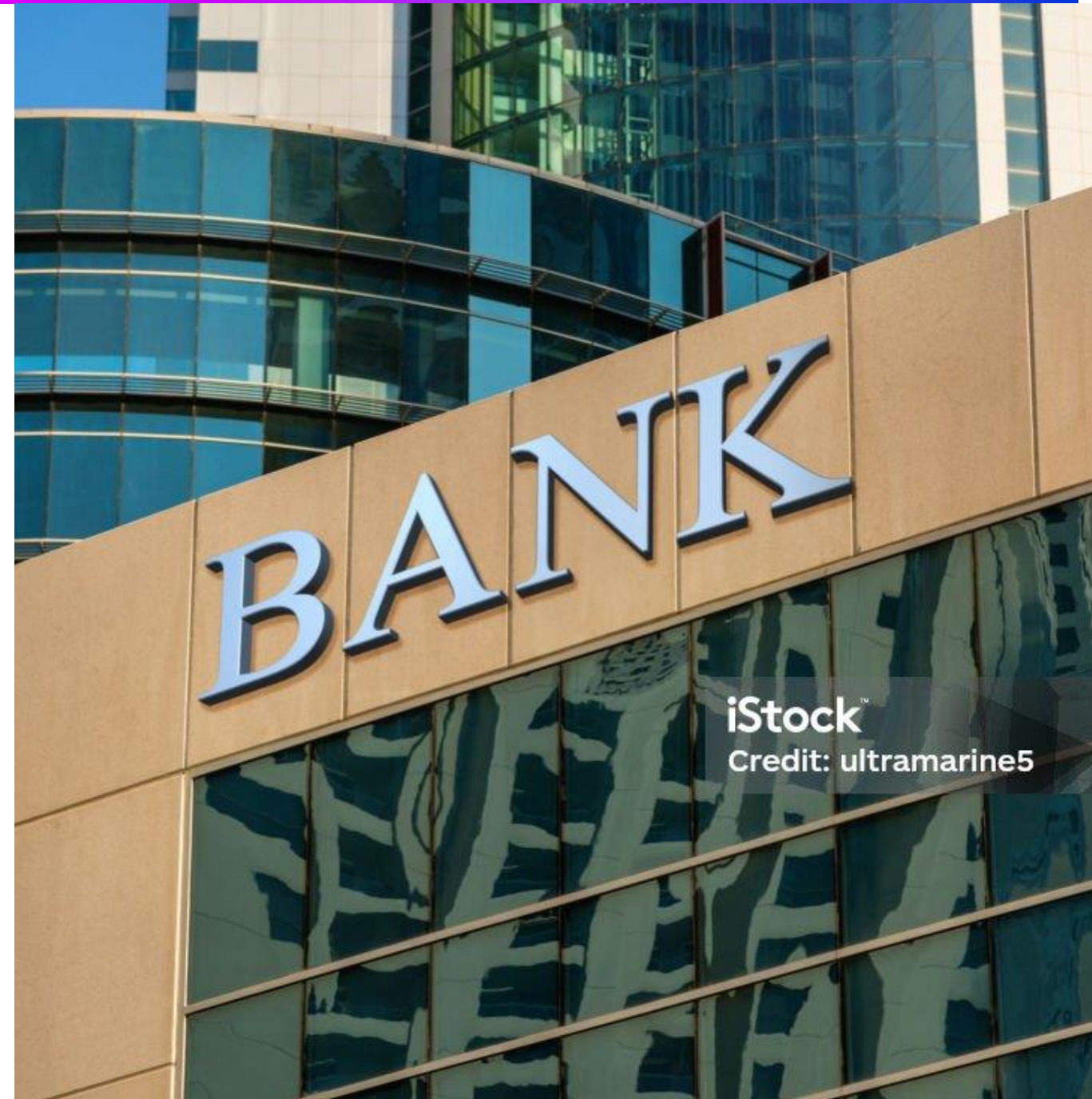
Presentated by Nicole Bosibori





# Introduction

It is useful for analyzing factors influencing customer churn to identify customers at risk of leaving, helping banks enhance customer retention strategies.



iStock  
Credit: ultramarine5



## **BUSINESS UNDERSTANDING**



Customer churn is a critical concern for banks, as retaining existing customers is often more cost-effective than acquiring new ones. By analyzing the factors that lead to customer churn, banks can develop targeted strategies to improve customer satisfaction and loyalty.





# PROBLEM STATEMENT

The aim is to pinpoint why customers leave our bank and to predict those at risk. Using demographic, financial, and behavioral data, we'll develop strategies to improve customer retention.

# Objectives



**To accurately predict  
customer churn**



**To understand the distribution and  
relationships of various features and  
identify patterns associated with  
customer churn.**

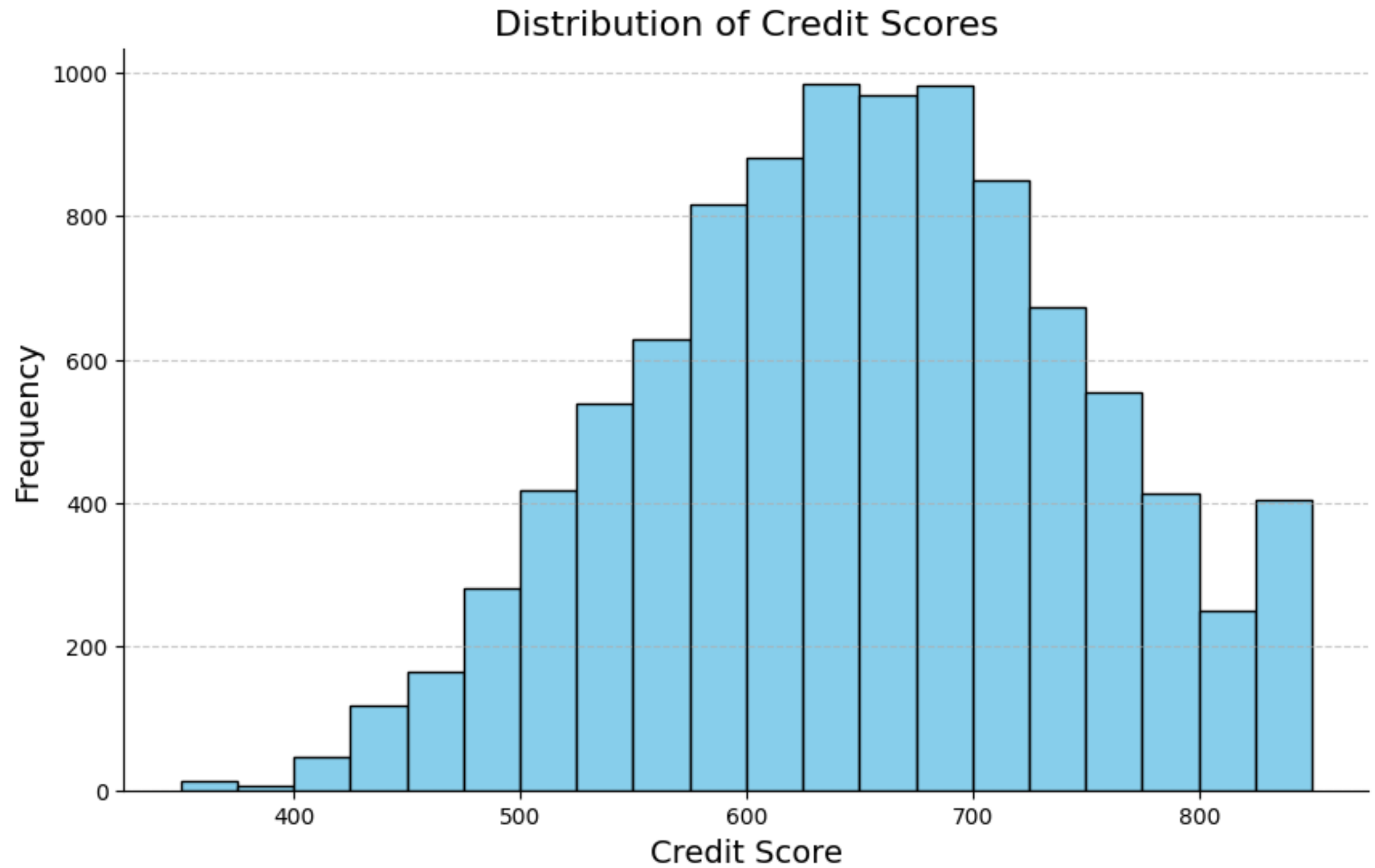


**Generate Insights and  
Recommendations**



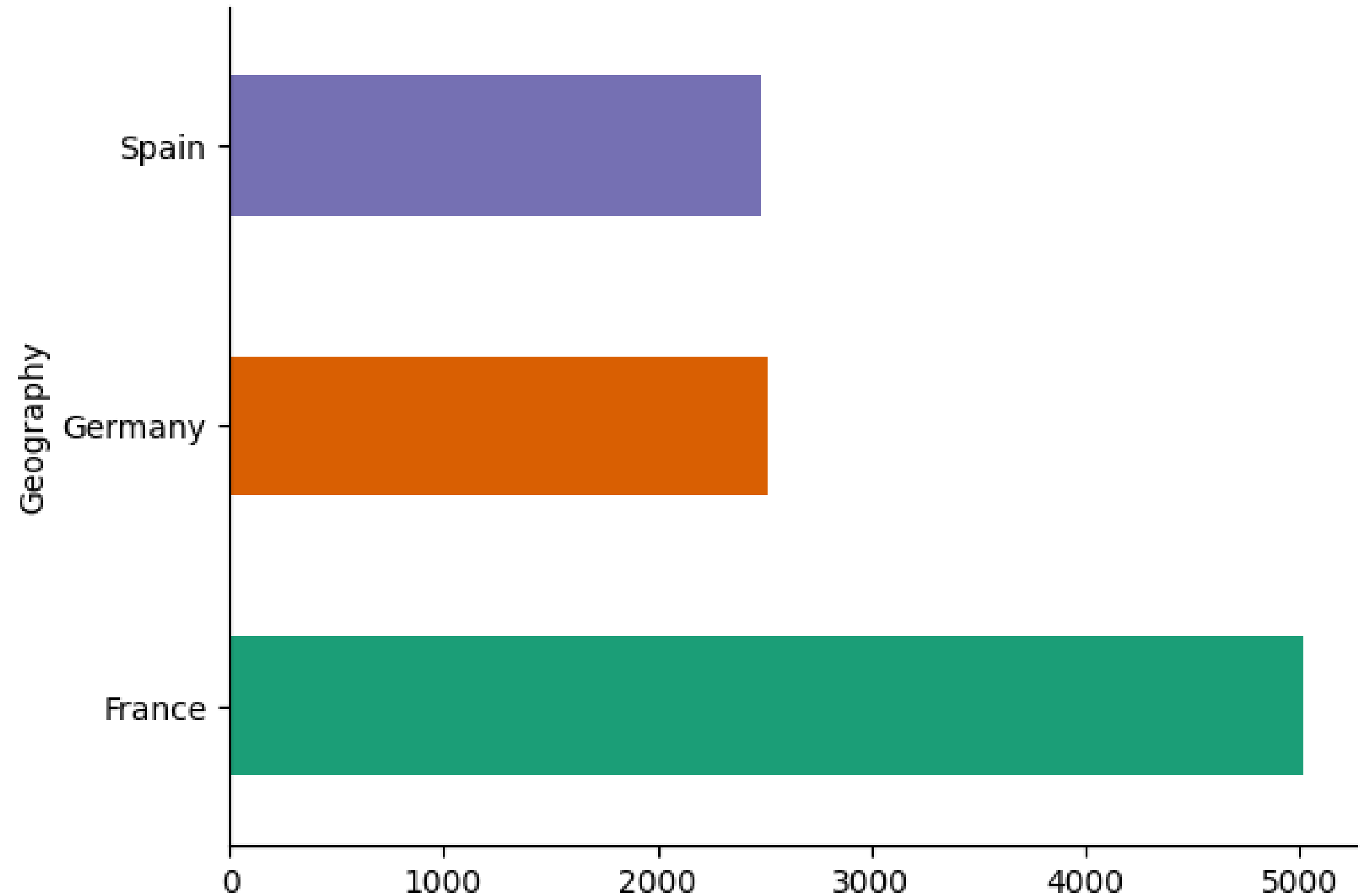
# Credit Score Distribution

The majority credit score is between 600 and 700 and the least is between 0 and 400



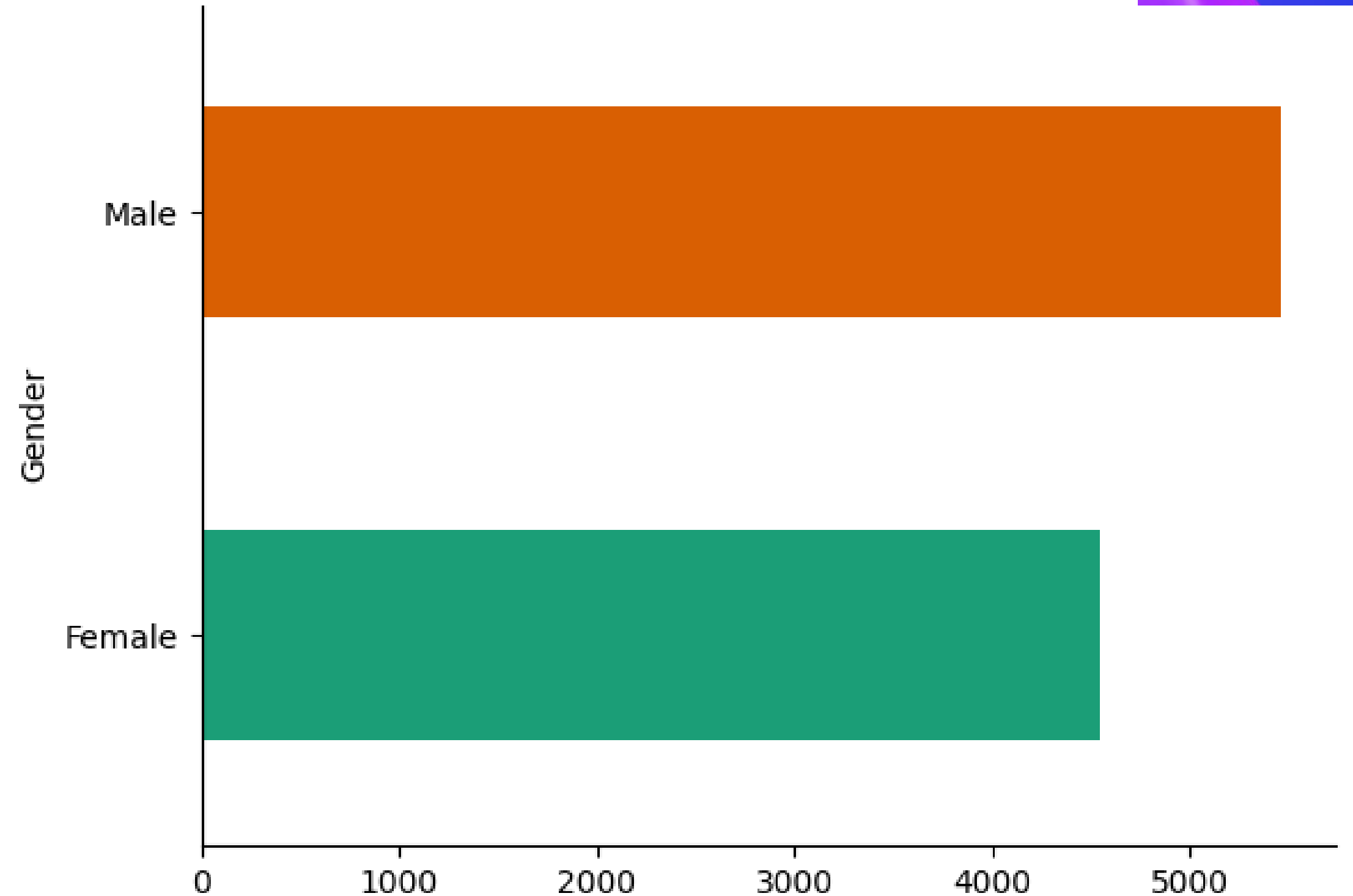
# Distribution of Geography

Majority of the customers are in France followed by Germany then Spain



# Gender Analysis

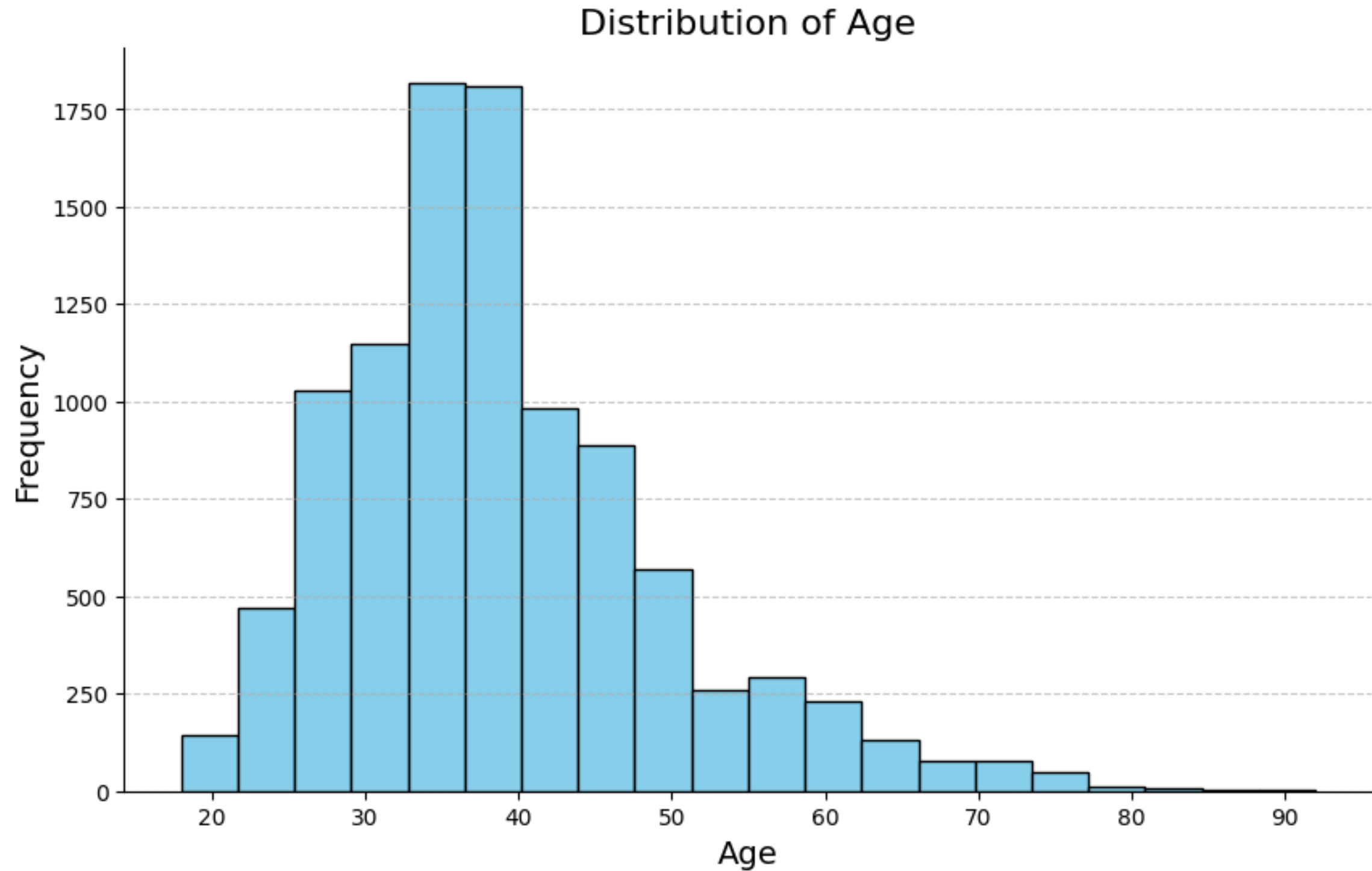
Majority of the customers are male while minority is female





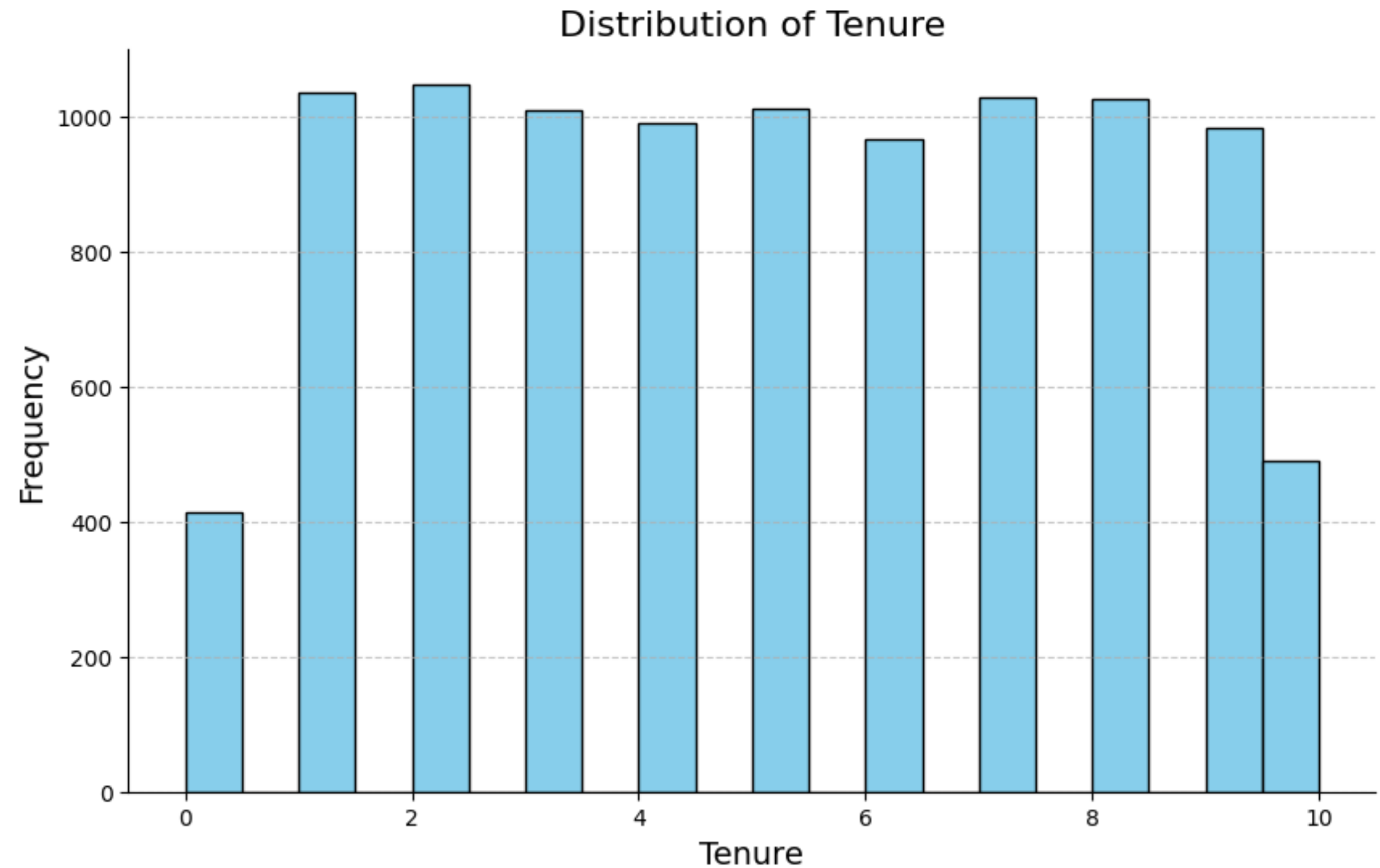
# Age Distribution

Majority of the customers are between the age of 30 and 40



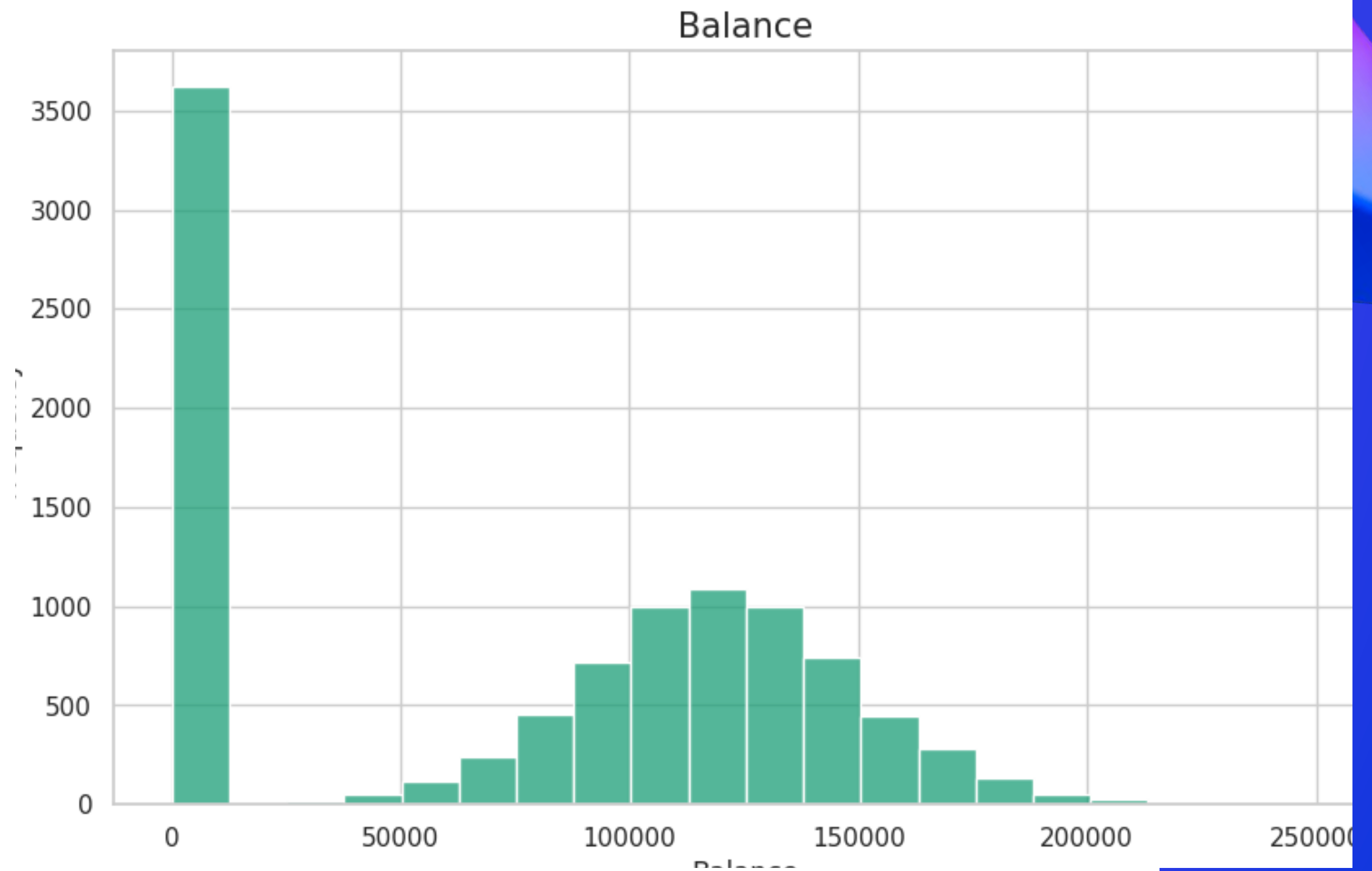
# Tenure

Majority of the customers have been with the bank number for 2 years.



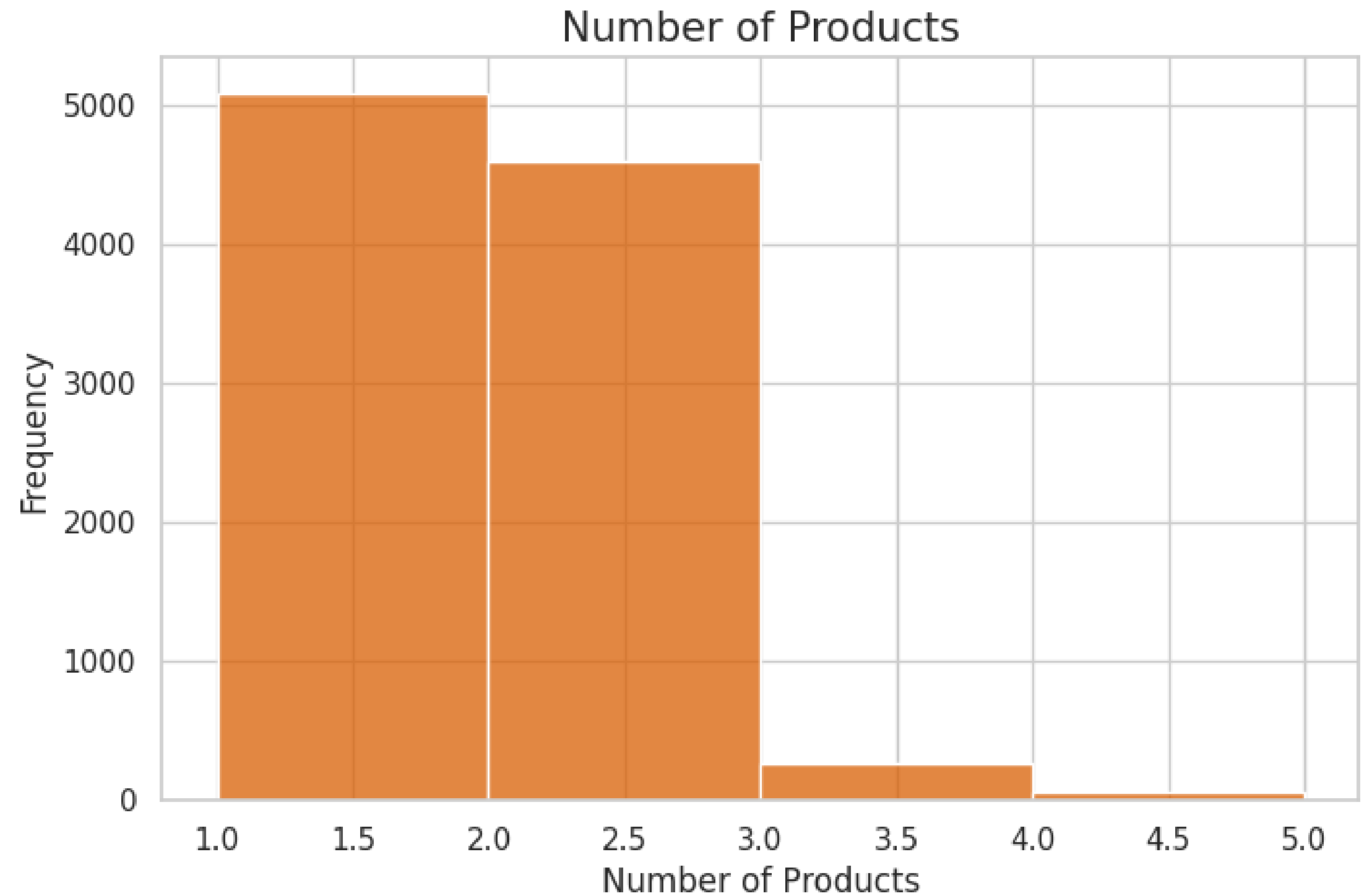
# Balance Analysis

Majority of the clients have 0 balance



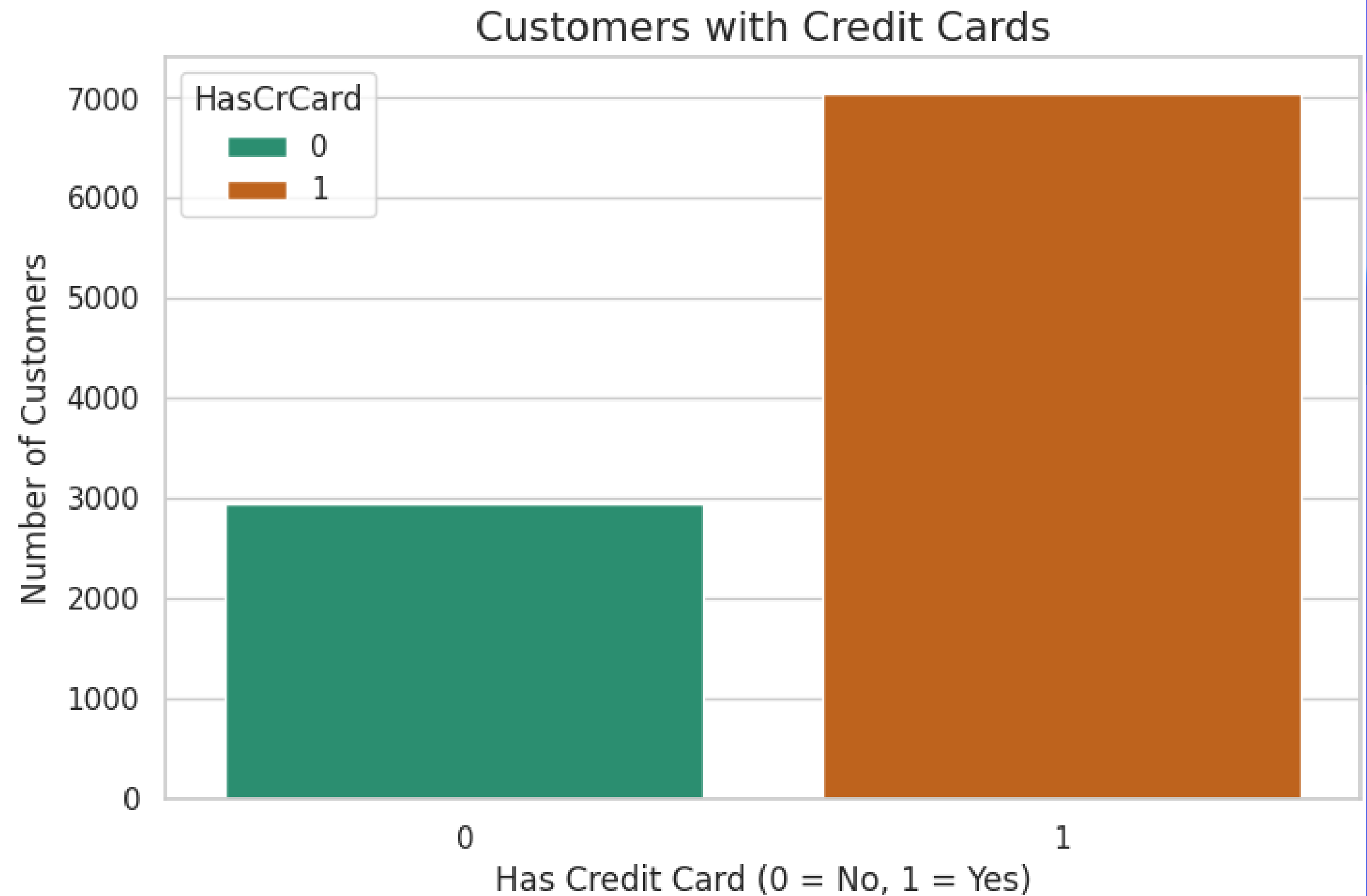
## Products Purchased by customers

Majority of the customers have 1 to 2 bank products



# Customers with Credit Cards

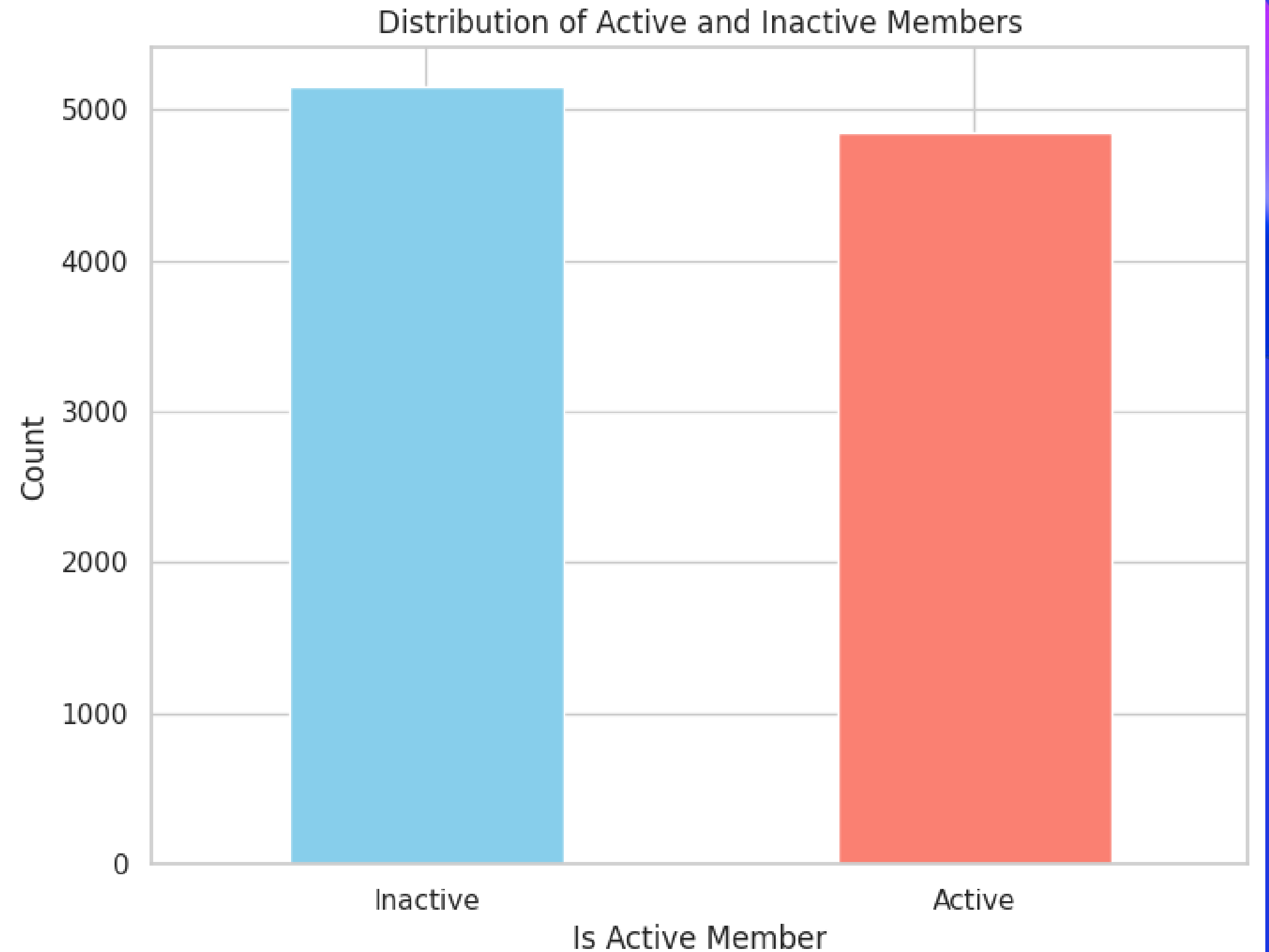
Majority of the customers have credit cards





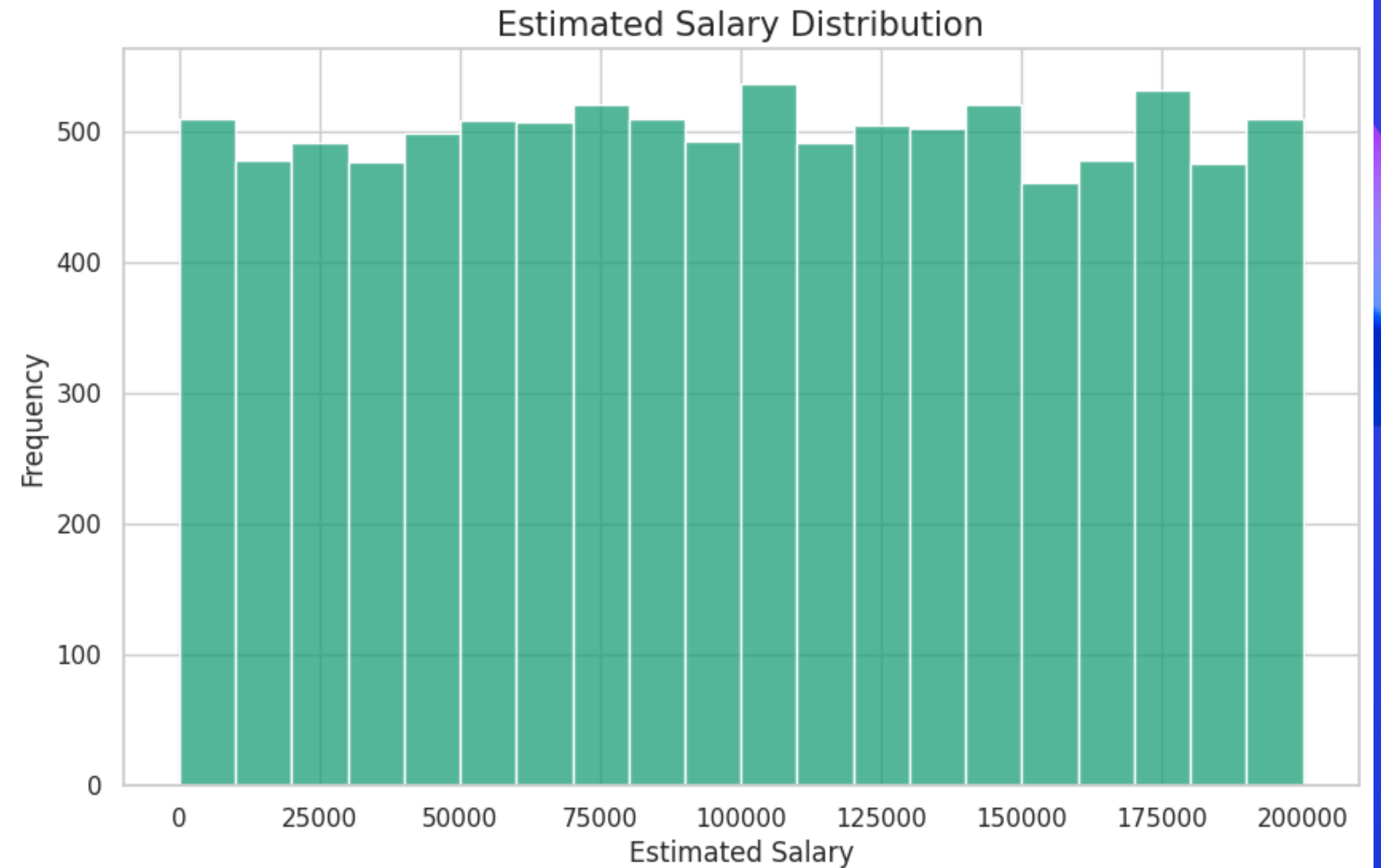
# Member Status

Majority of the customers are inactive but compared to active members very few are inactive



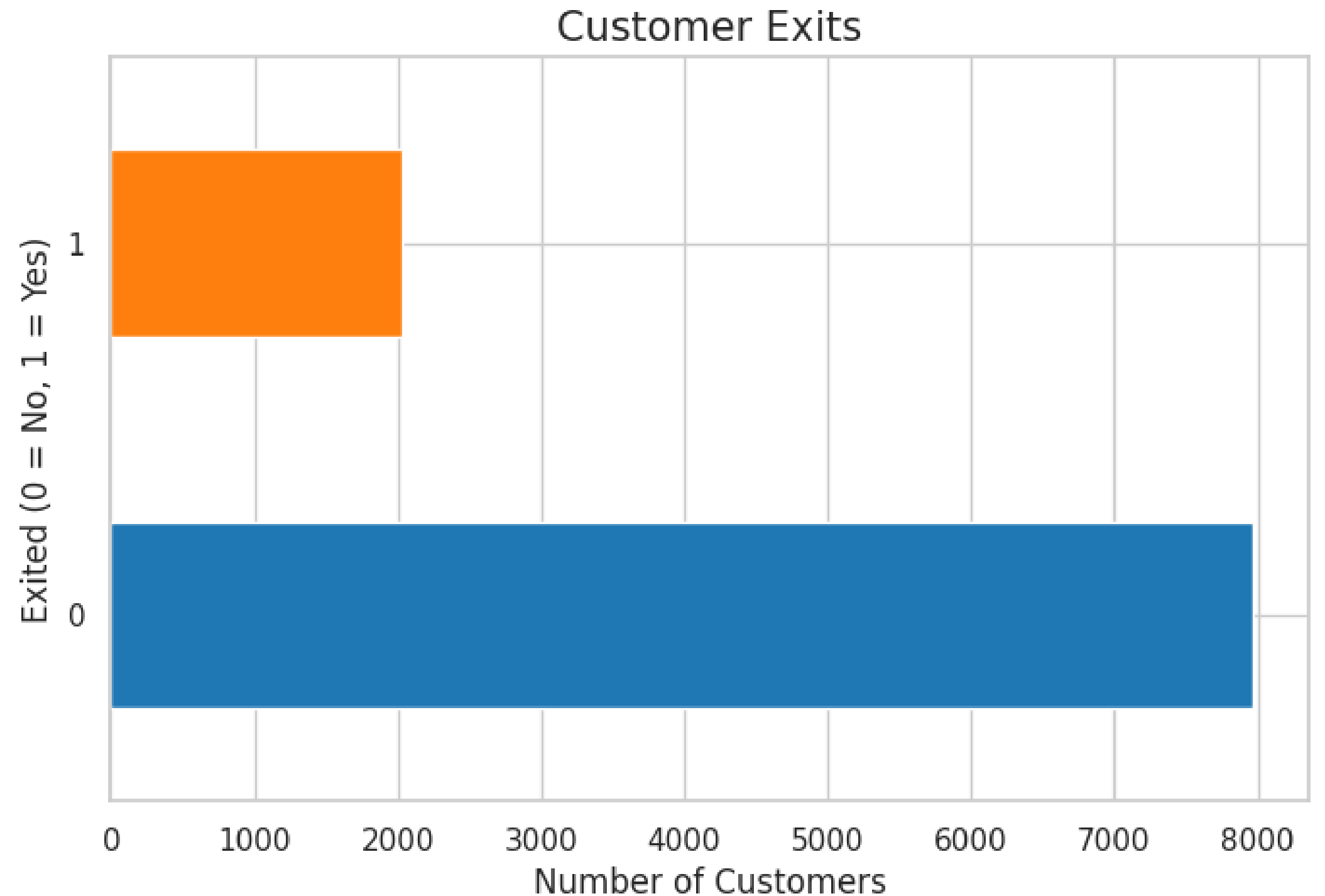
# Customer estimated Salaries

Majority Estimated Salary is 100,000



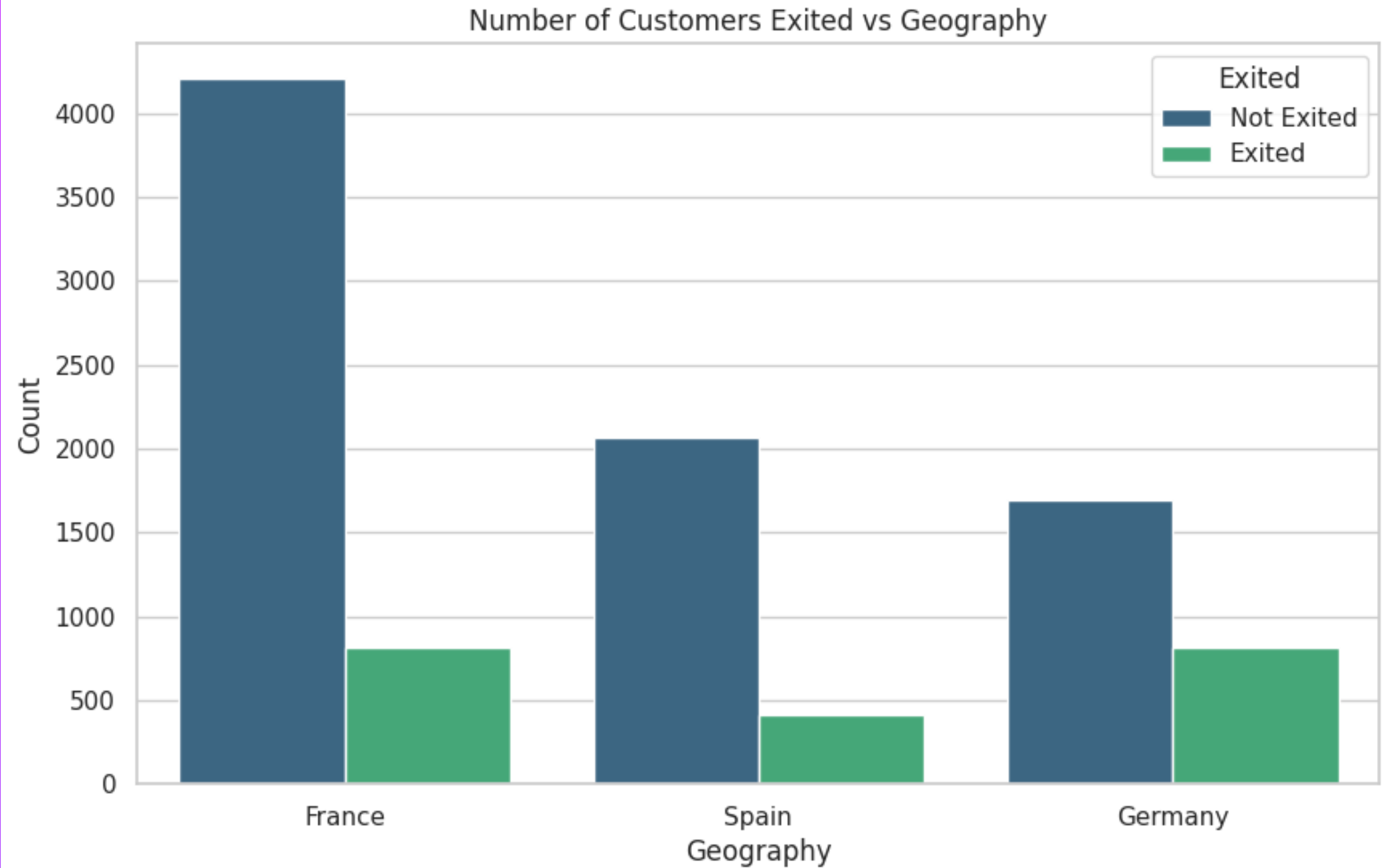
# Count of customer Churn

Only a few customers exited the bank



# Customer Churn Vs Geography

In all countries minority of the customers exited where Spain had the list customer churns and Germany had the most



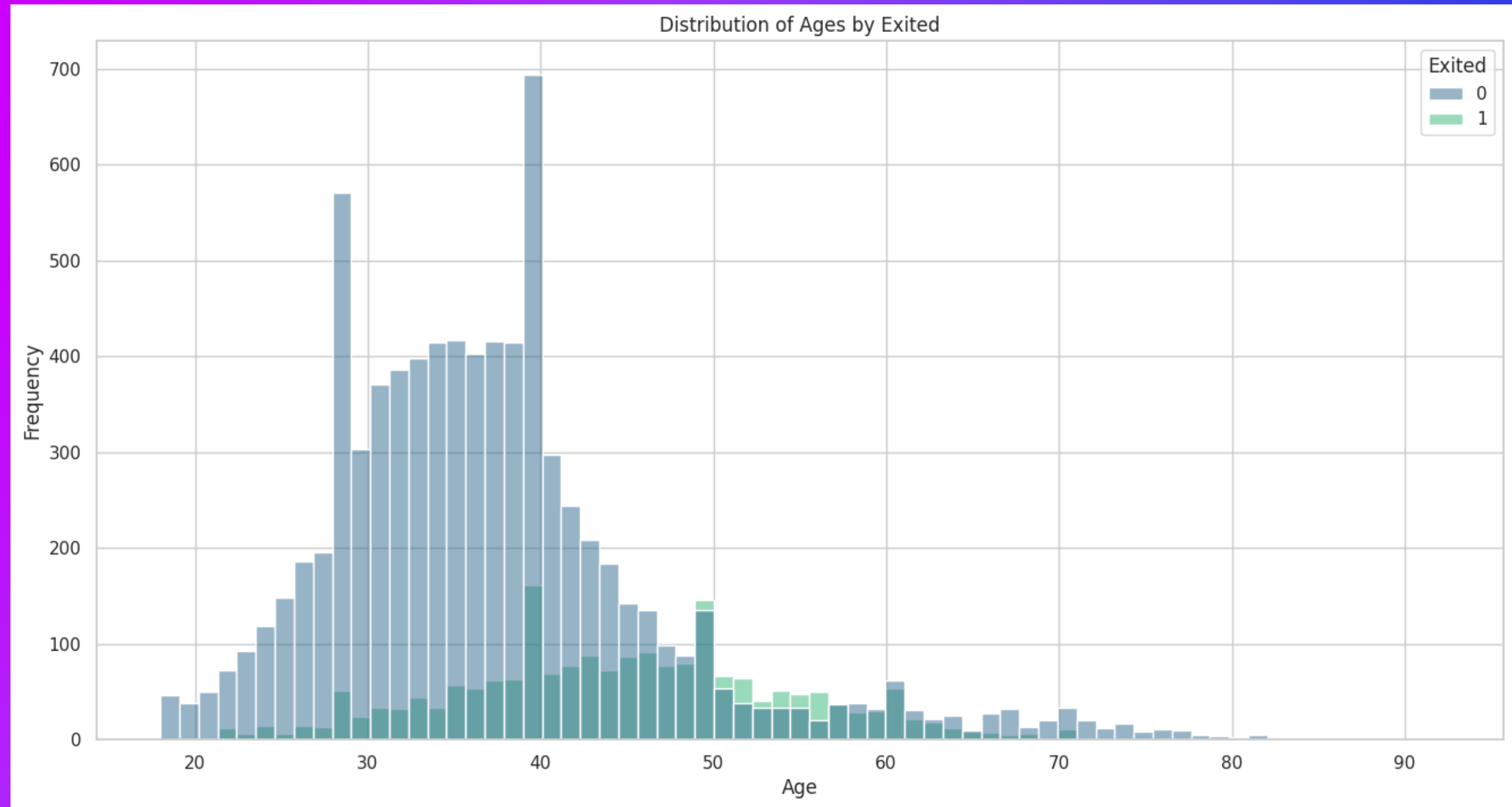
# Customer Churn Vs Gender

More female customers exited than the male ones

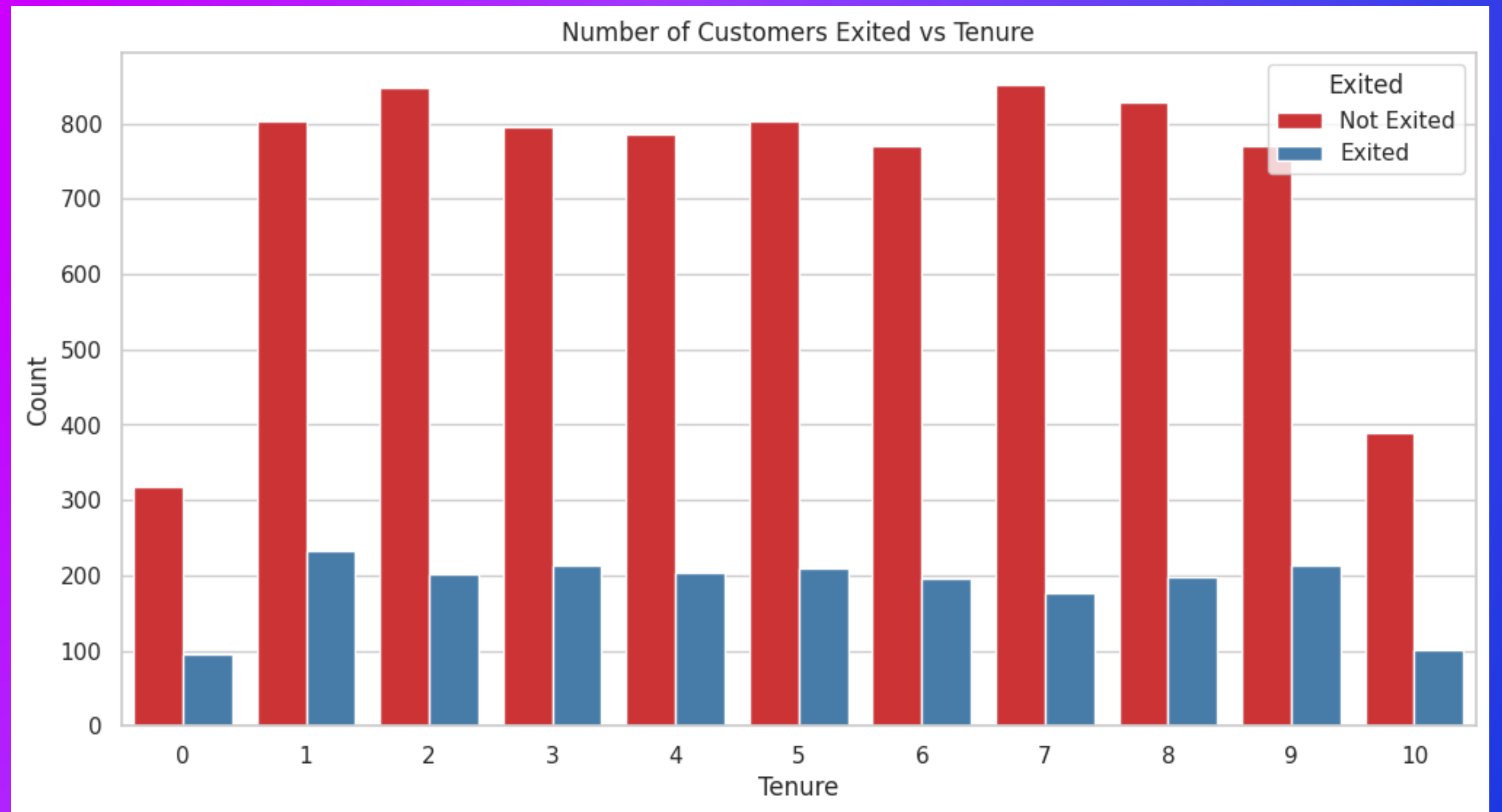




**Majority of the customers are around the age of 40 while they are still the majority that exited and stayed**

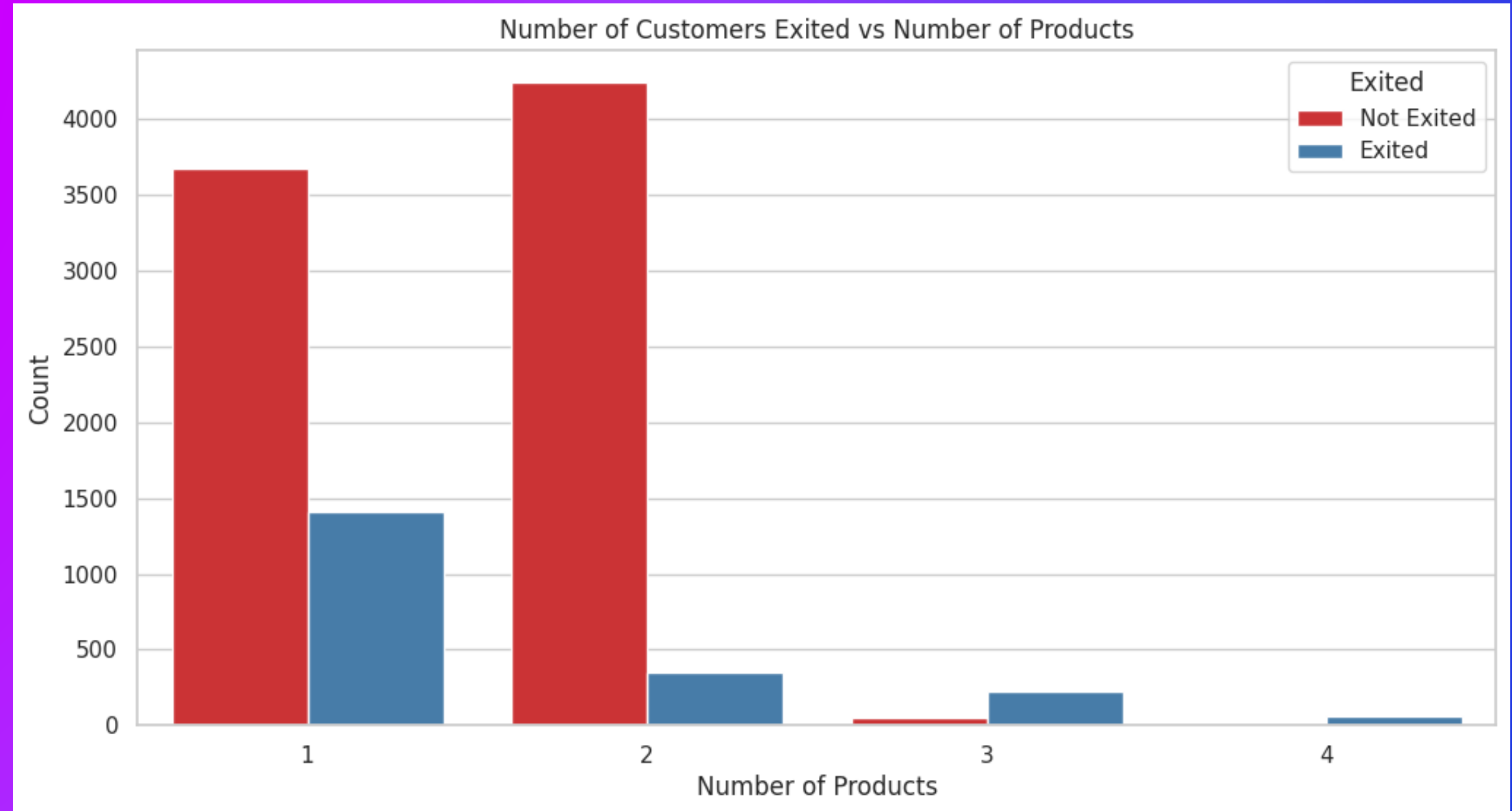


**Considering the  
tenur and exiting  
the customers with  
the highest tenur(10)  
and the least tenur  
(0) exited the least**

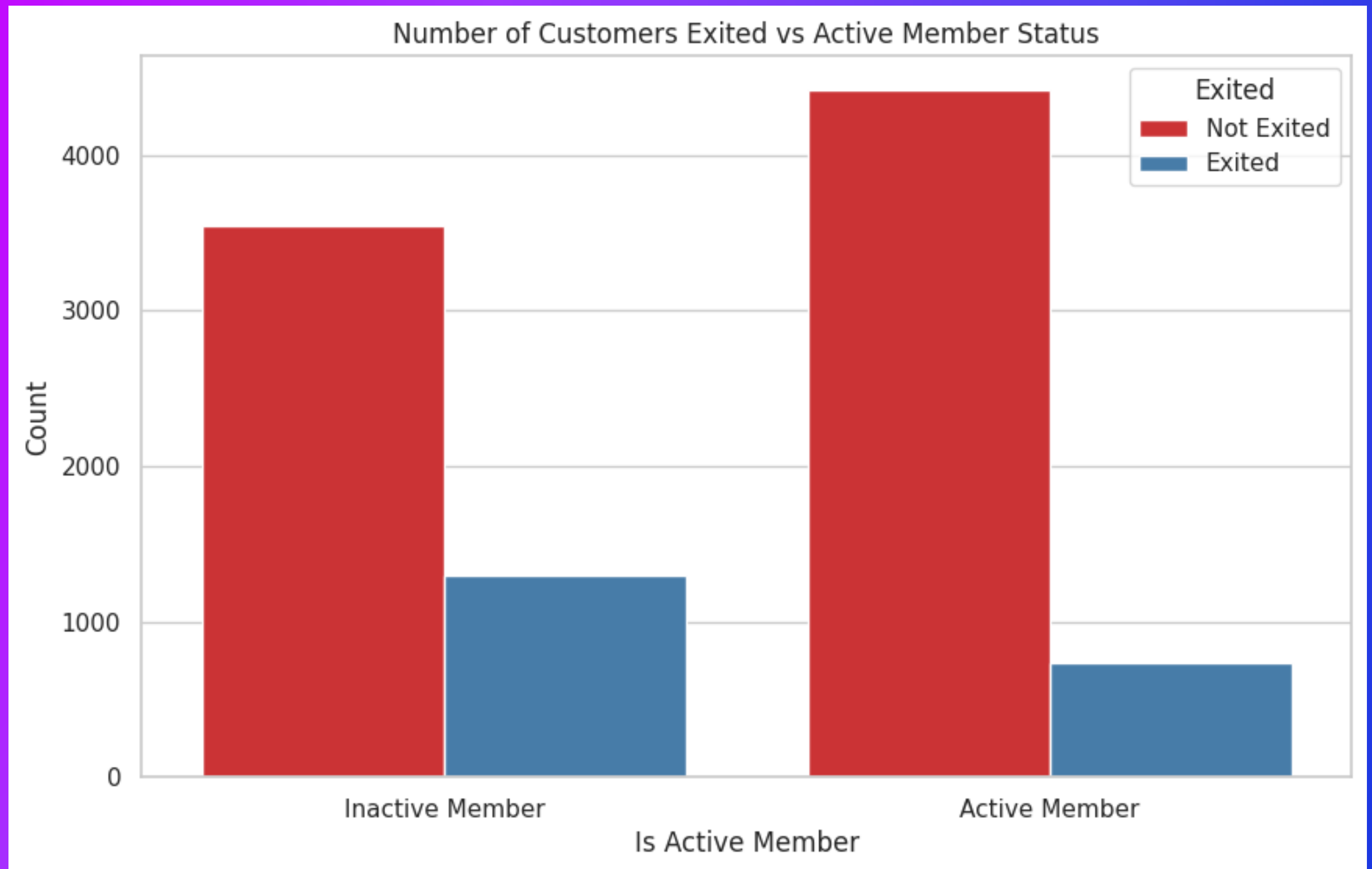


**Most customers  
have 2 products  
and majority of the  
customers that  
exited had 1  
product**

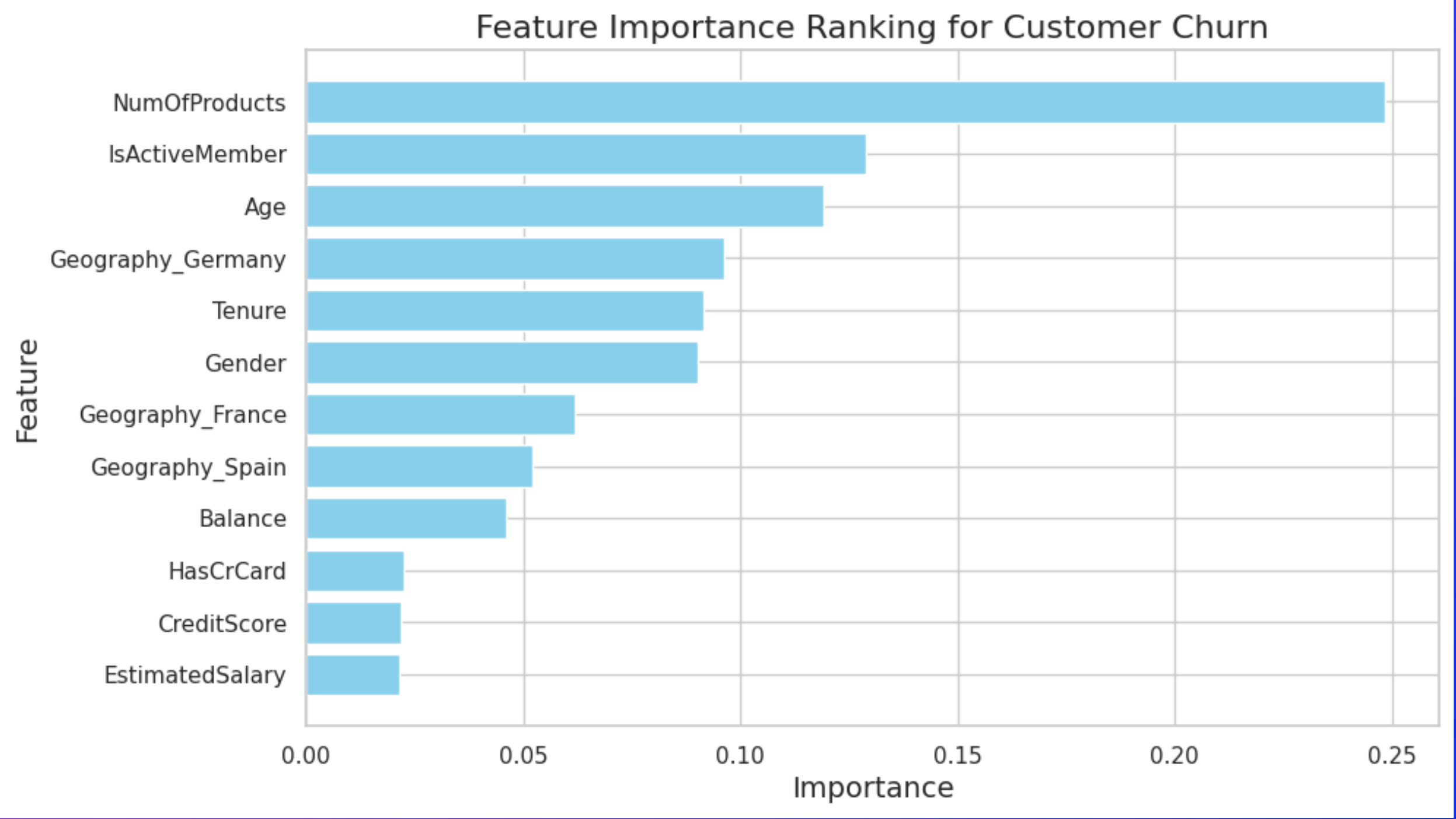
**least number of  
exits had 4  
products**



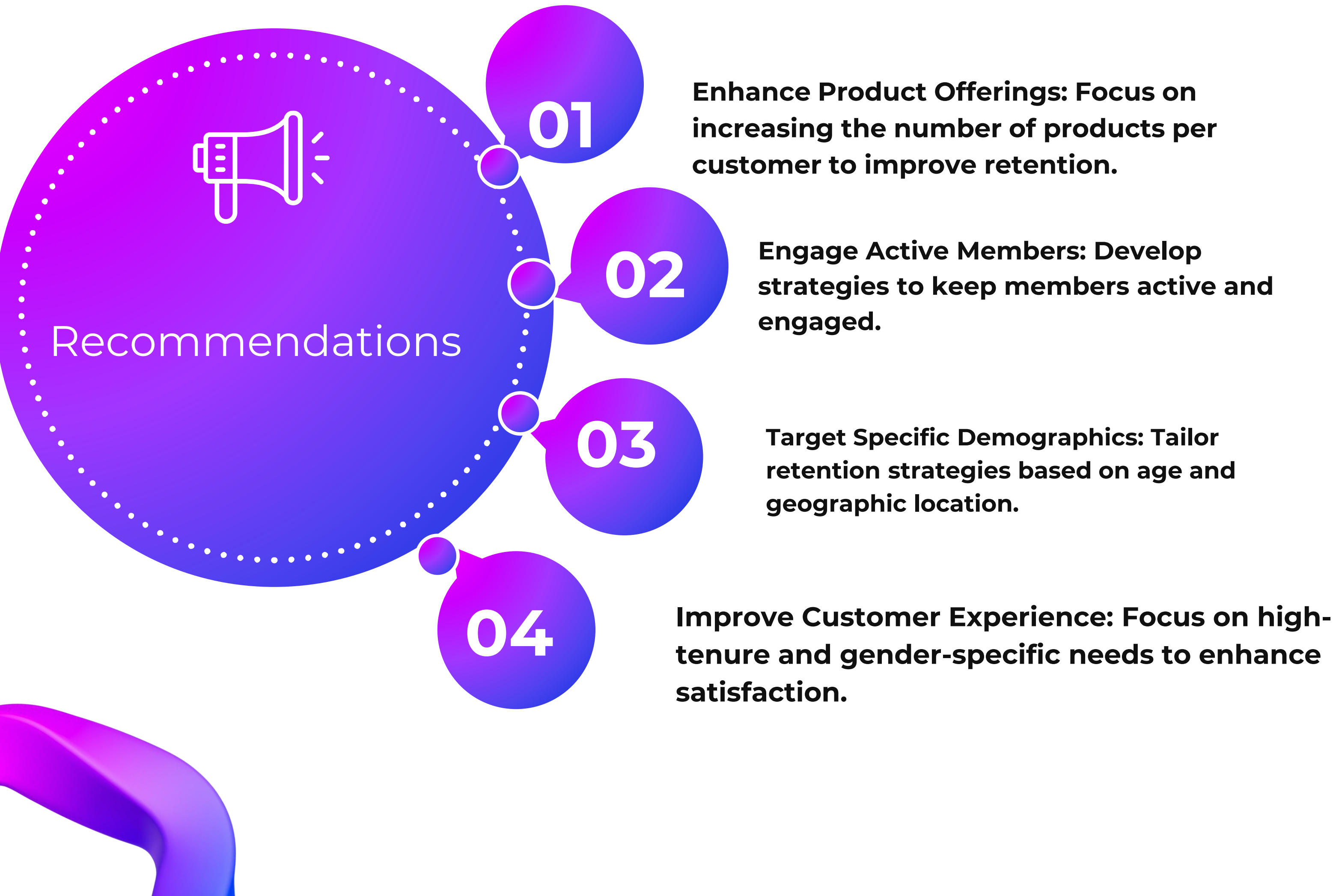
**Most inactive  
customers exited  
the bank**



**The key factors influencing customer churn are the number of products, active membership status, and age. Geographic location, tenure, and gender also play important roles. Less influential factors include balance, having a credit card, credit score, and estimated salary.**









# NEXT STEPS

01

**Customer Engagement Programs:**  
Develop and launch targeted retention campaigns based on model insights.

02

**Training and Support:** Provide training sessions for staff on using the new predictive model and interpreting its outputs.

03

**Communication Strategy:** Communicate the benefits of the predictive model to stakeholders and customers to ensure buy-in.

04

**Monitor Impact:** Regularly review the impact of retention strategies on customer churn rates and adjust accordingly.



**Thank you**