

Bank Churn Analysis Project Summary

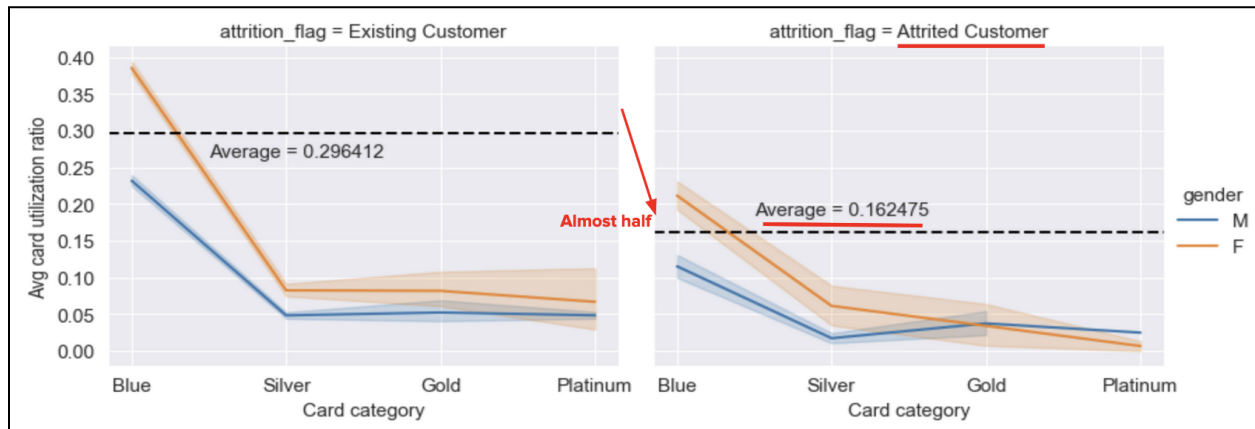
By Anuj & Nilufar

Intro:

Customers are an important part of an organization and hence we have done our analysis to mitigate the customer churn of a bank in order to keep a healthy relationship and maintain our business growth.

Our analysis:

- We have observed that 16% of our clients have churned (Females = 17.3%, Males = 14.6%).
- Divorced clients had a higher churn rate than married clients.
- **High income clients** have a **higher churn rate** than low income ones.
- Among the churned clients, Males with doctorate degrees had the highest churn rate.
- Churn rate is high for customers aged between **40 to 60**
- Churned customers didn't have high transaction count or amount on average, they had lower values than existing customers
- On average platinum card users have done more transactions.
- Gold, Silver and Platinum card users are significantly less than Blue card users.
- High income clients with high spending power have high credit limits. But their **average card utilization ratio** for high income clients is **low** as compared to low income clients
- 50% of clients have average card utilization ratio below 0.176 (very low)
- Churned customers' avg utilization ratio is almost half of that of existing ones.



Recommendation:

- **Our Target Customer group:** We should target the age group of 40 to 60 and clients with high income which is more than 80K
- **Improve Card Utilization:** Then encourage these clients with low avg utilization ratio to use credit cards more frequently and offer discounts and special services on silver, gold and platinum cards.
- **Get more information:** Additionally, to find out reasons for low card utilizations and to find out so much unknown information about the clients, we should target and conduct customer surveys.