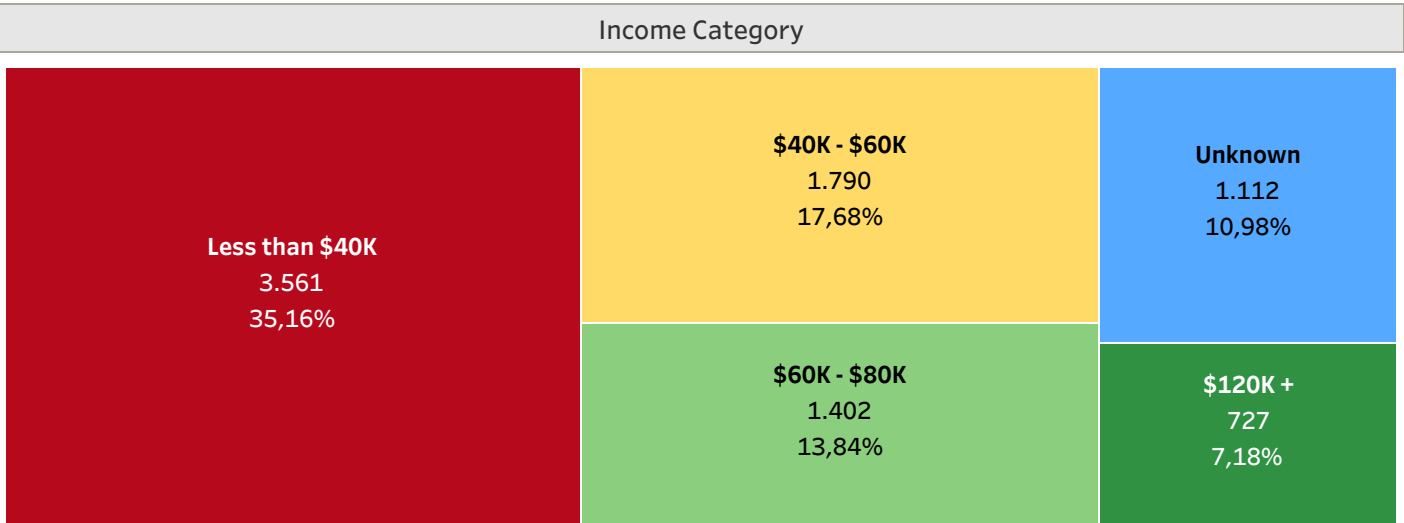
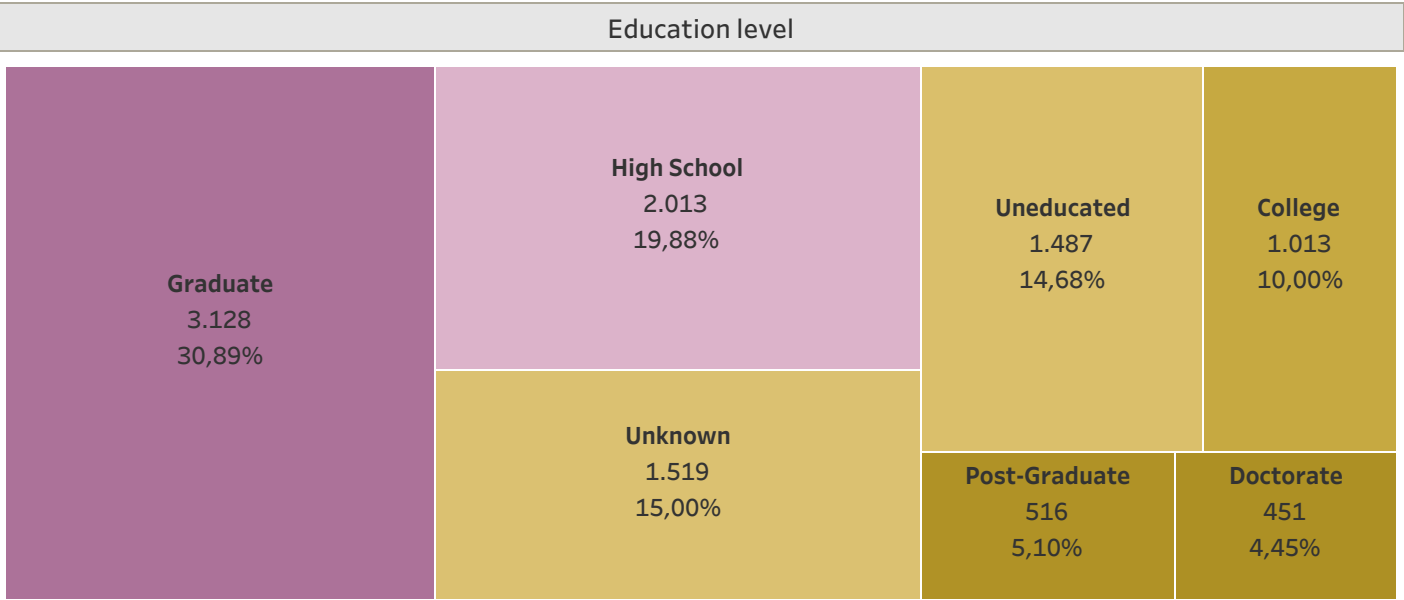
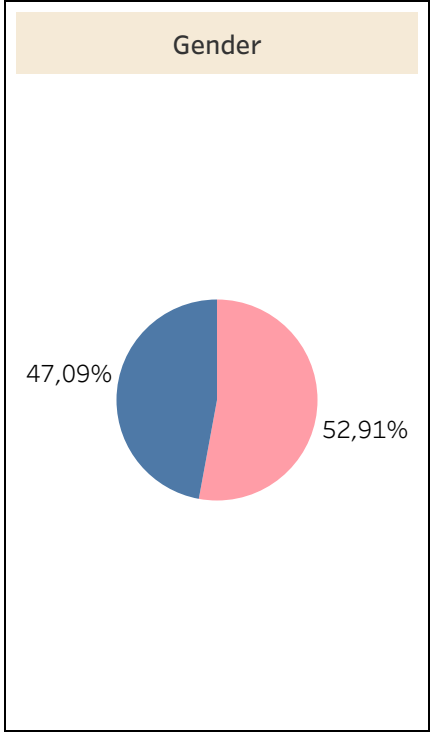
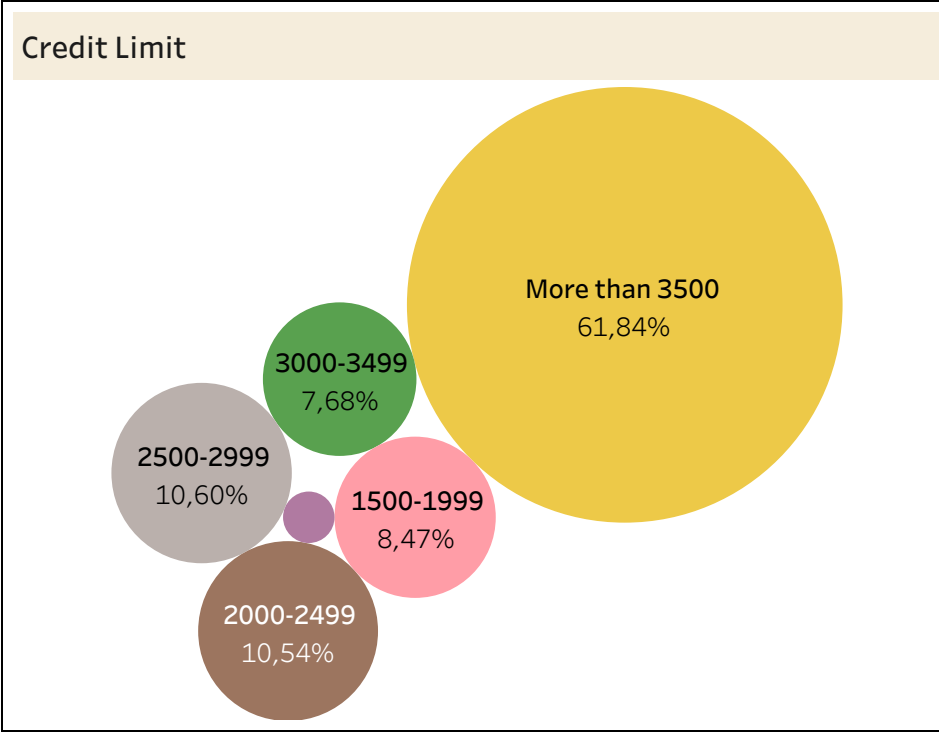
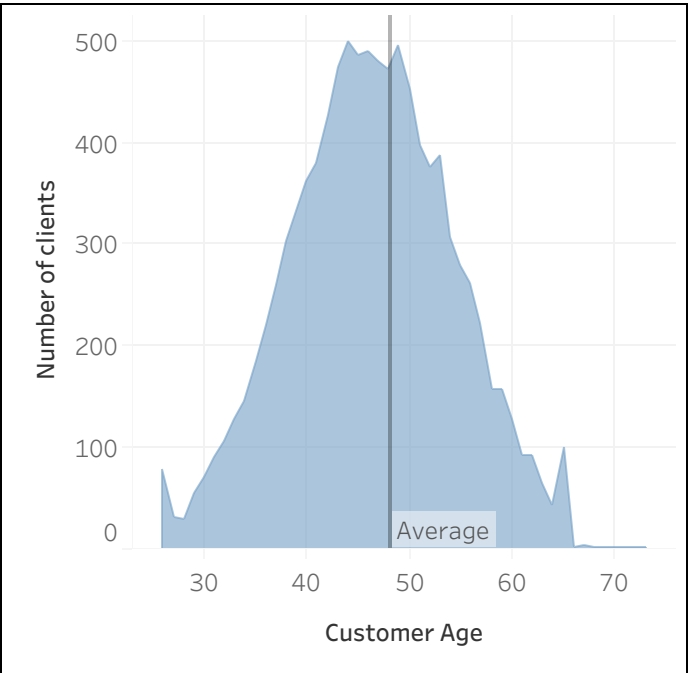
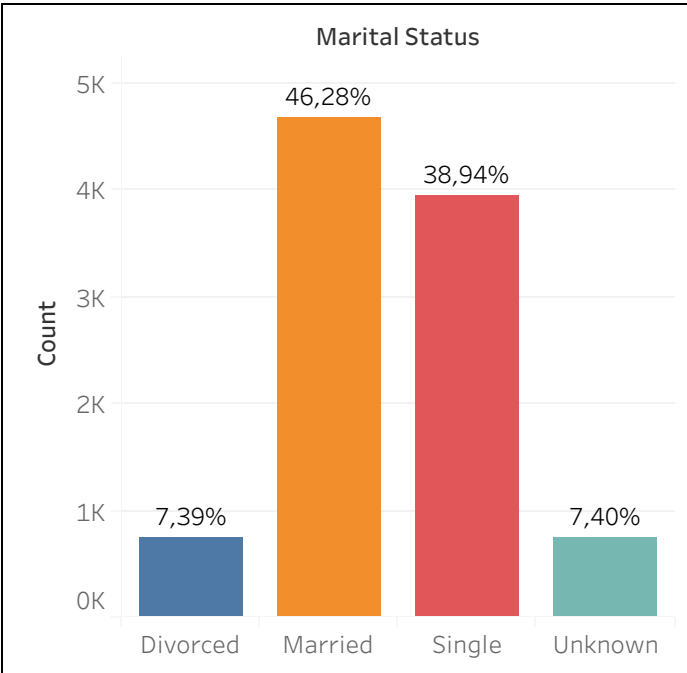


Bank churners: exploratory analysis (I)

Attrition Flag			Card Category		
Attrited Customer	1.627	16,07%	Blue	9.436	93,18%
Existing Customer	8.500	83,93%	Silver	555	5,48%
Total general	10.127	100,00%	Gold	116	1,15%
			Platinum	20	0,20%

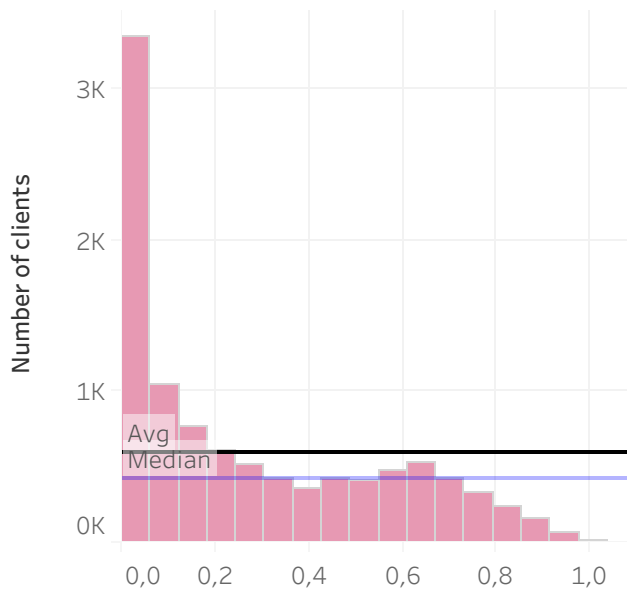


Bank churners: exploratory analysis (II)

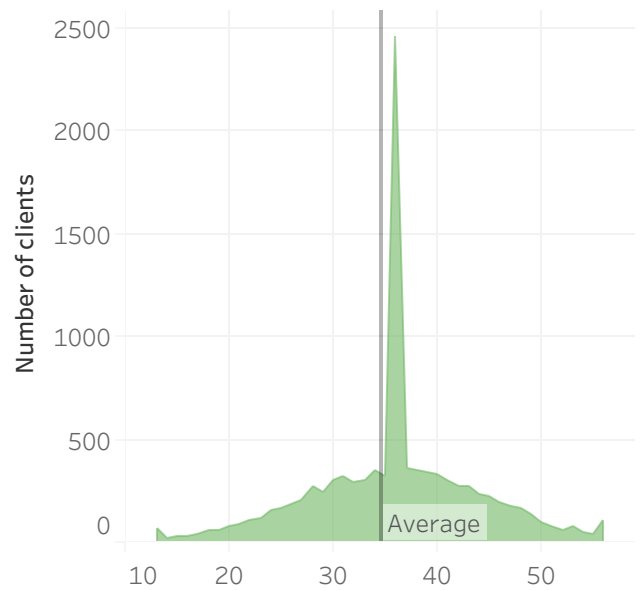


Bank churners: exploratory analysis (III)

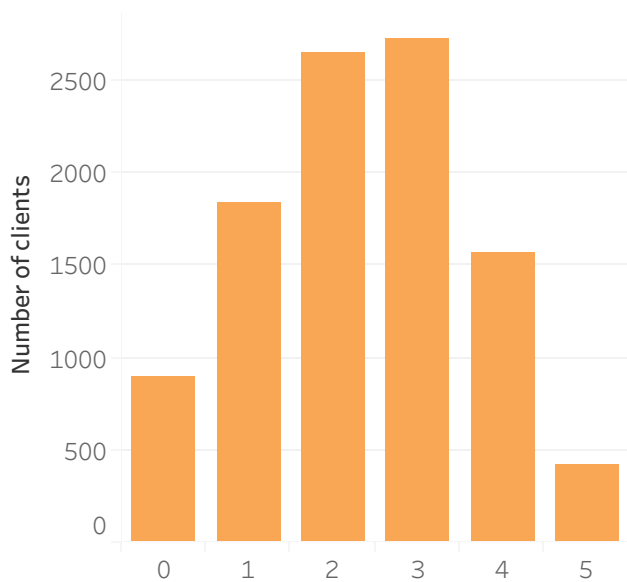
Avg card utilization ratio



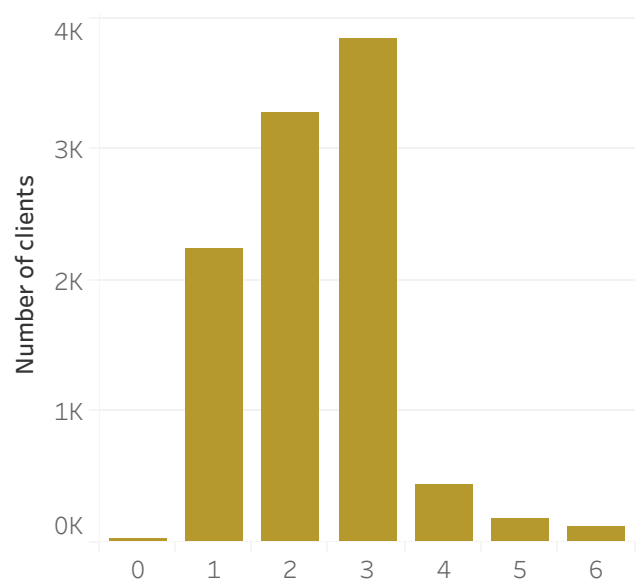
Months on book



Dependent people per client



Months inactive - Last 12 months



Bank churners: exploratory analysis (IV)

