



CUSTOMER CHURN ANALYSIS

10000

Total
customers

5151

Active
Customers

4849

Inactive
members

2945

Non credit
card holder

7055

Credit Card
holder

2037

Exit
Customers

7963

Retain
Customers

Geography...

All

ActiveCate...

All

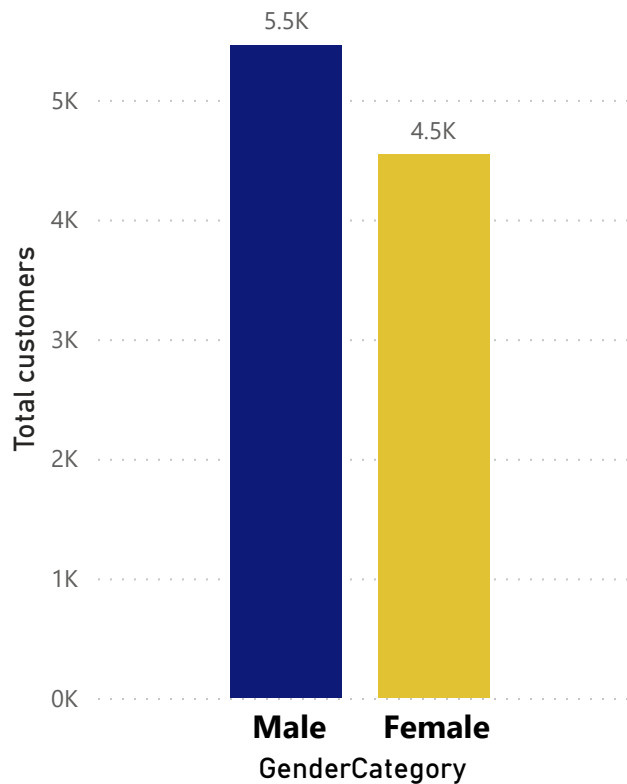
ExitCatego...

All

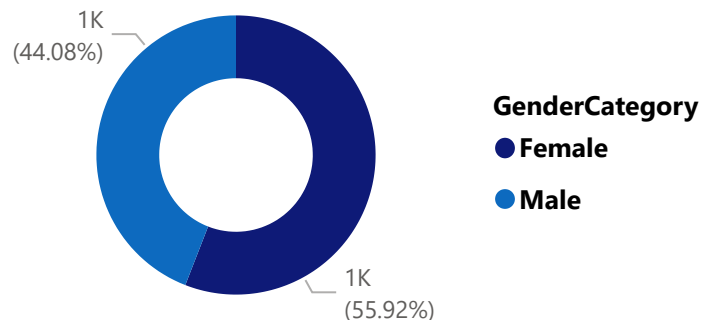
GenderCat...

All

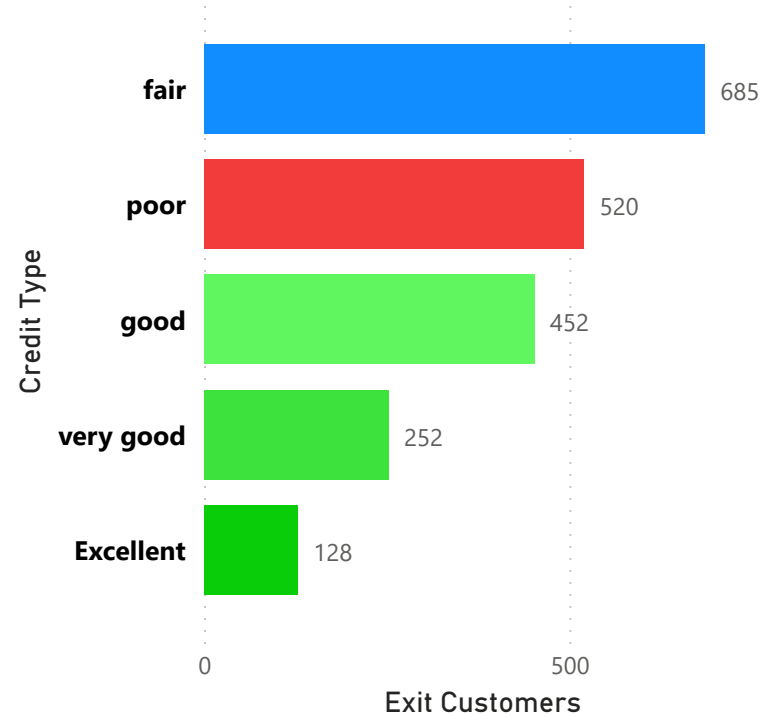
Total customers by GenderCategory

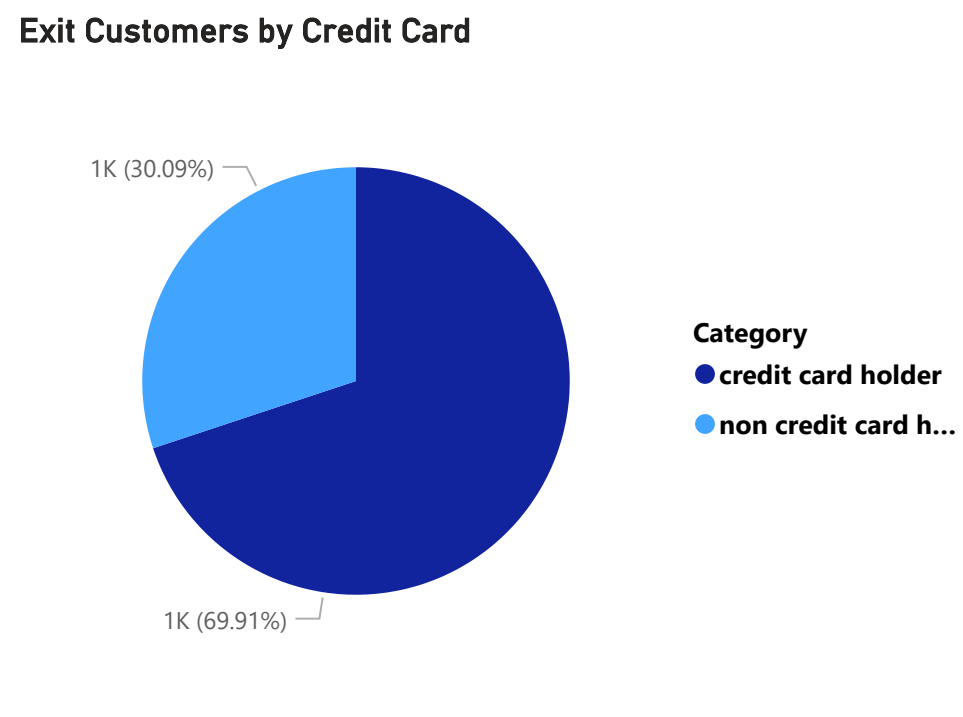
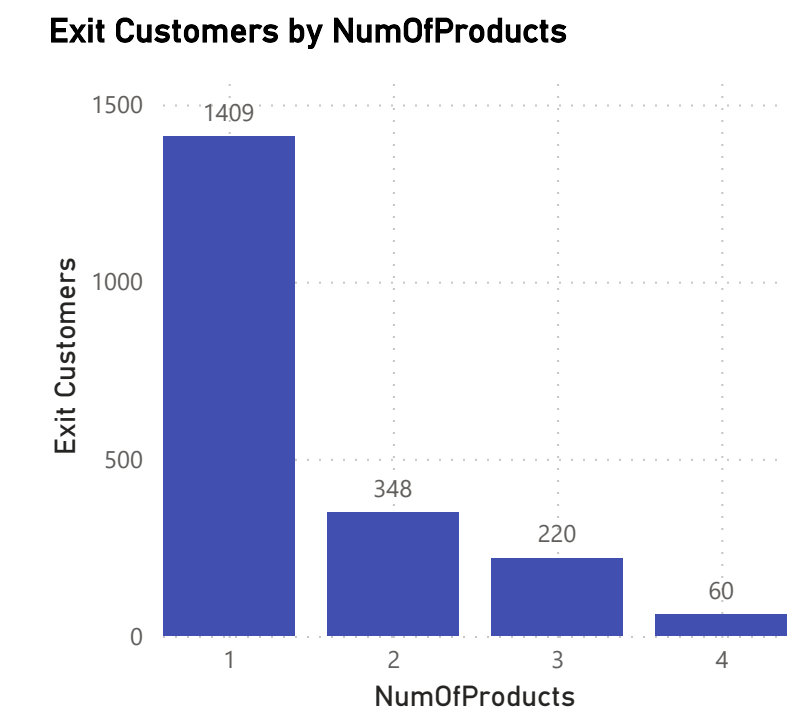
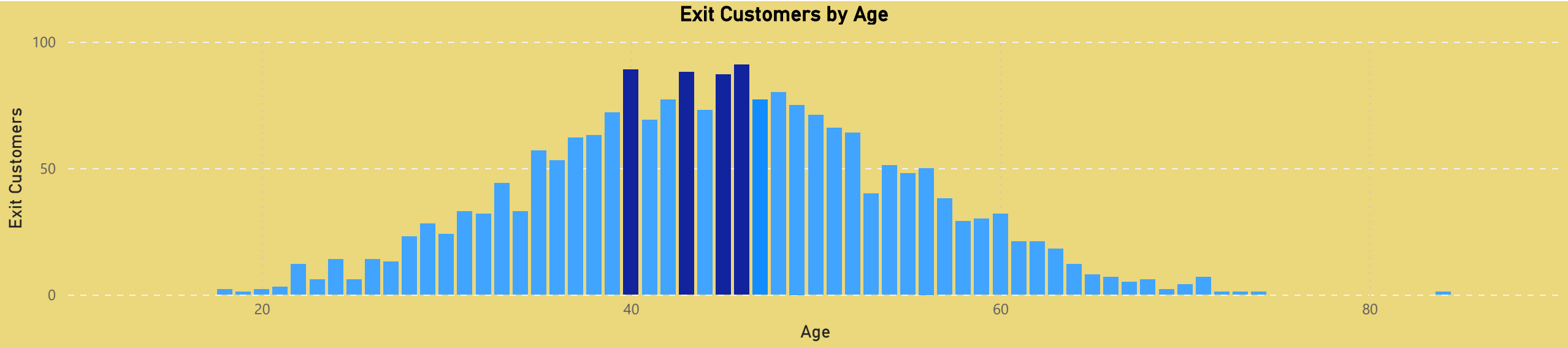


Exit Customers by GenderCategory



Exit Customers by Credit Type





- ### SUMMARY:
1. Customers are from three different locations: Germany, France, Spain.
 2. Total customers for Male (5457) was higher than Female (4543).
 3. Exit Customers was highest for age people 46 at 91, followed by 40 and 43.
 4. If the Customers Have less No of Product there is high possibility to leave the bank.