

Geography

- ☐ France
- ☐ Germany
- ☐ Spain

Gender

- ☐ Female
- ☐ Male

Card Type

- ☐ Diamond
- ☐ Gold
- ☐ Platinum
- ☐ Silver

HasCrCard

- ☐ No
- ☐ Yes

Complain

- ☐ No
- ☐ Yes

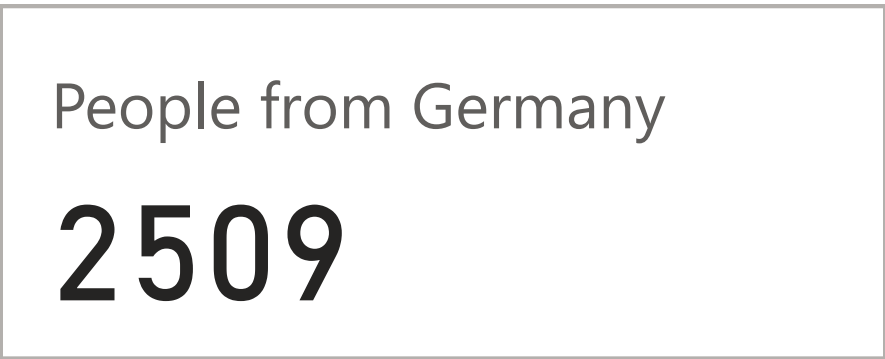
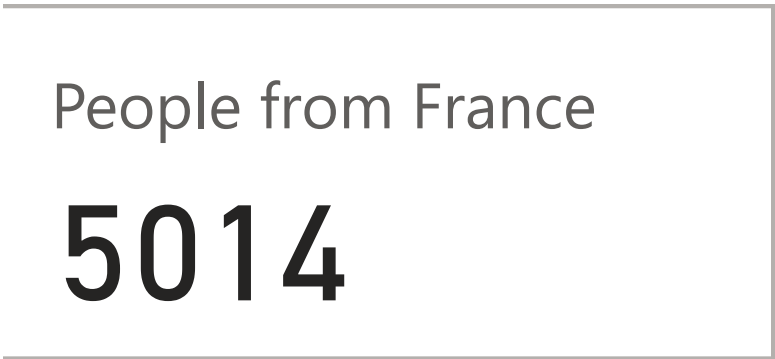
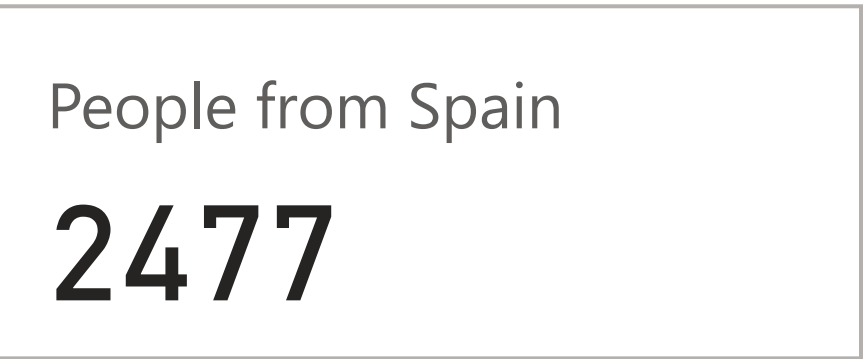
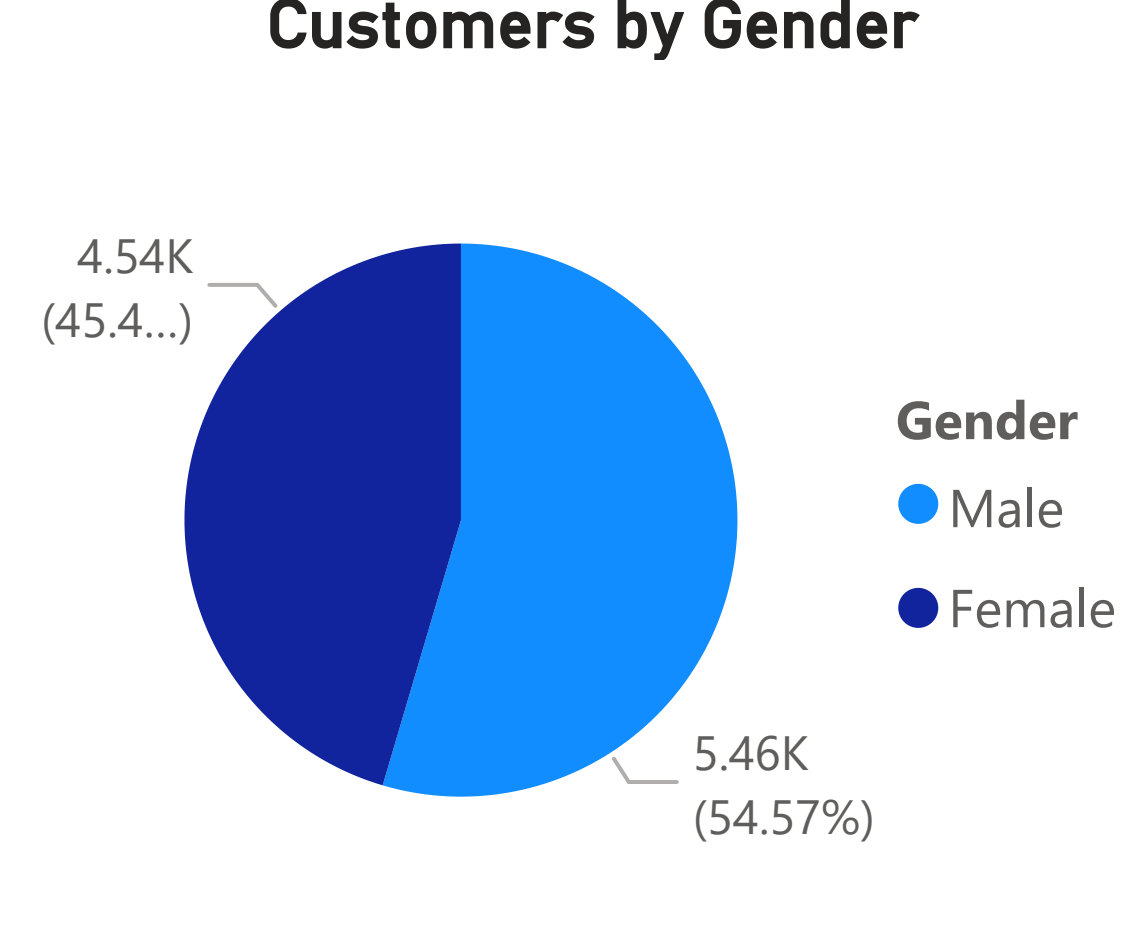
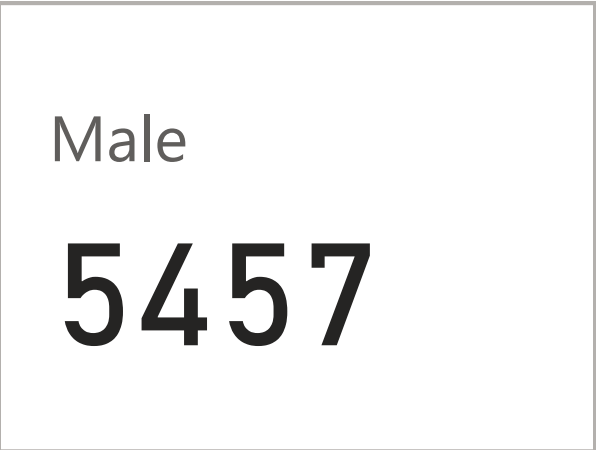
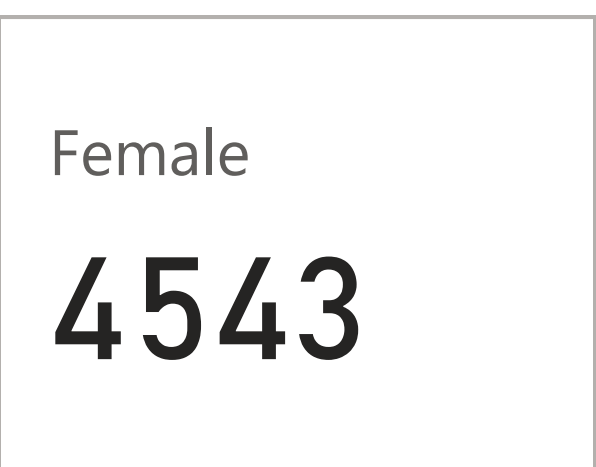
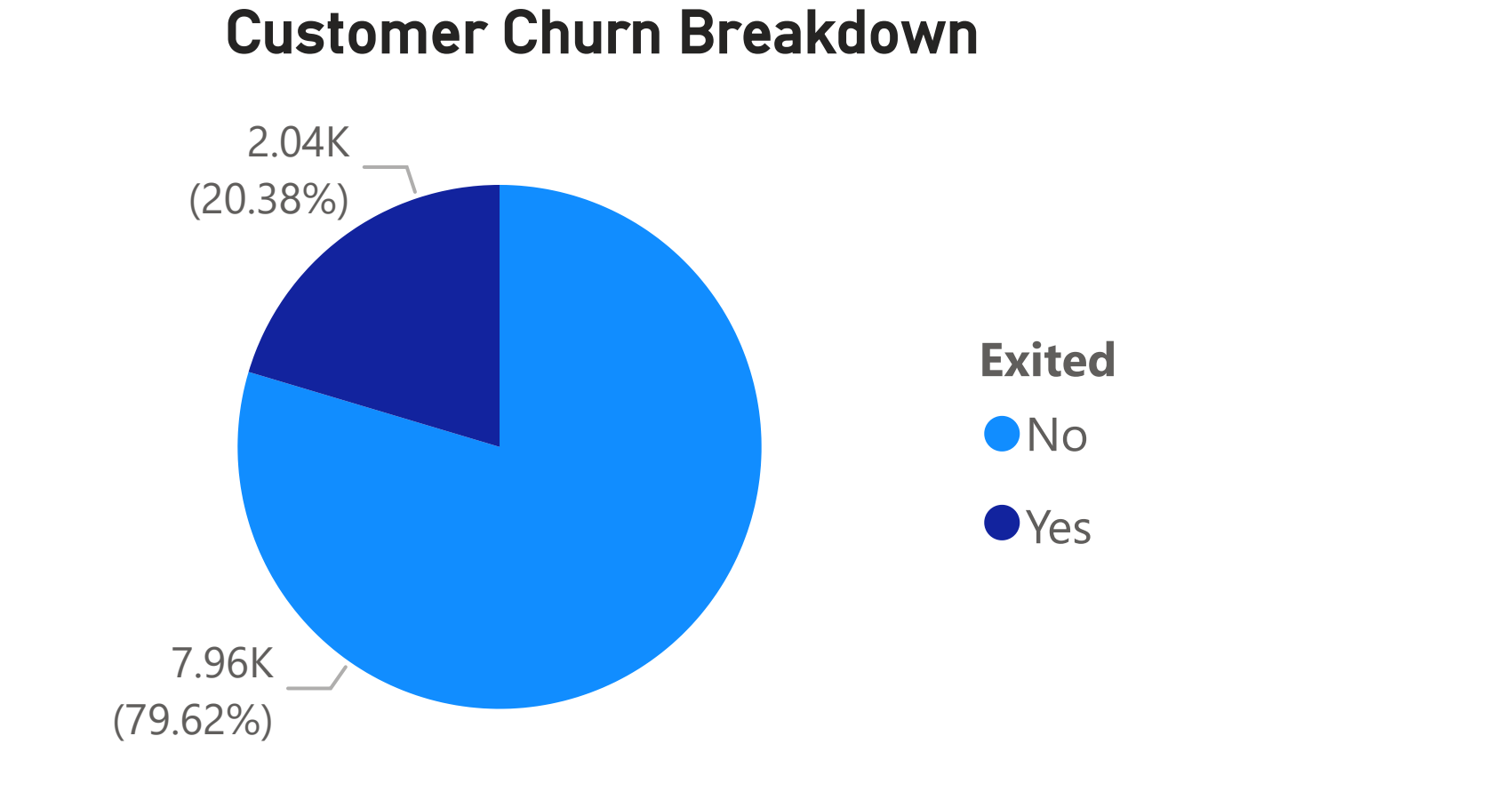
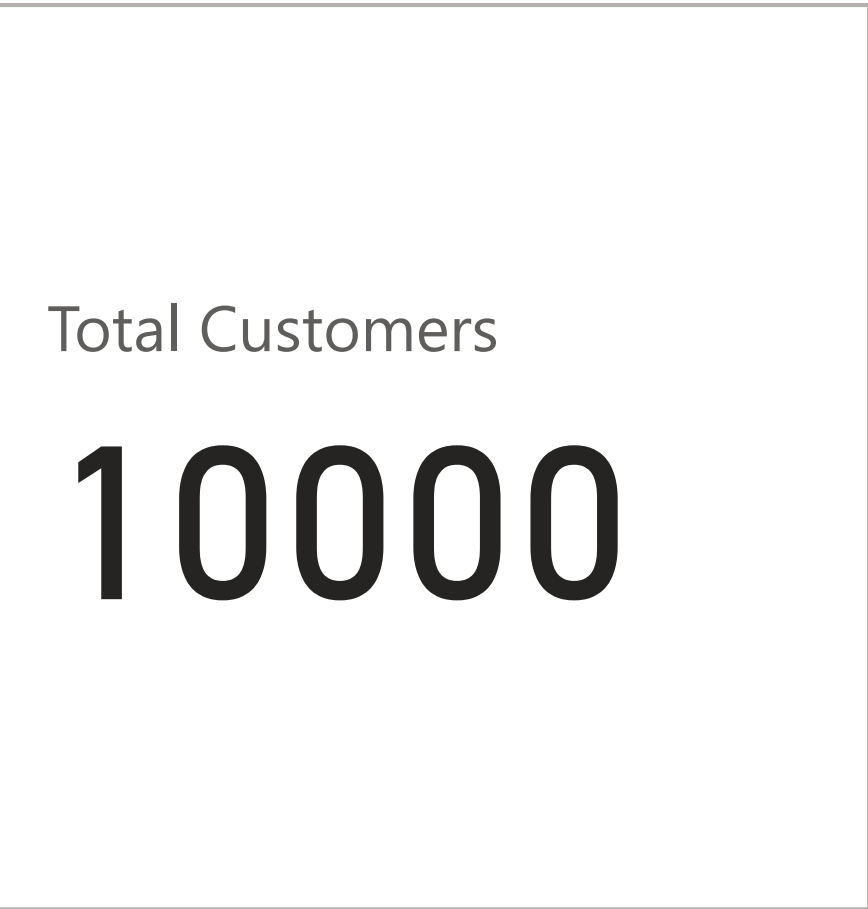
IsActiveMember

- ☐ No
- ☐ Yes

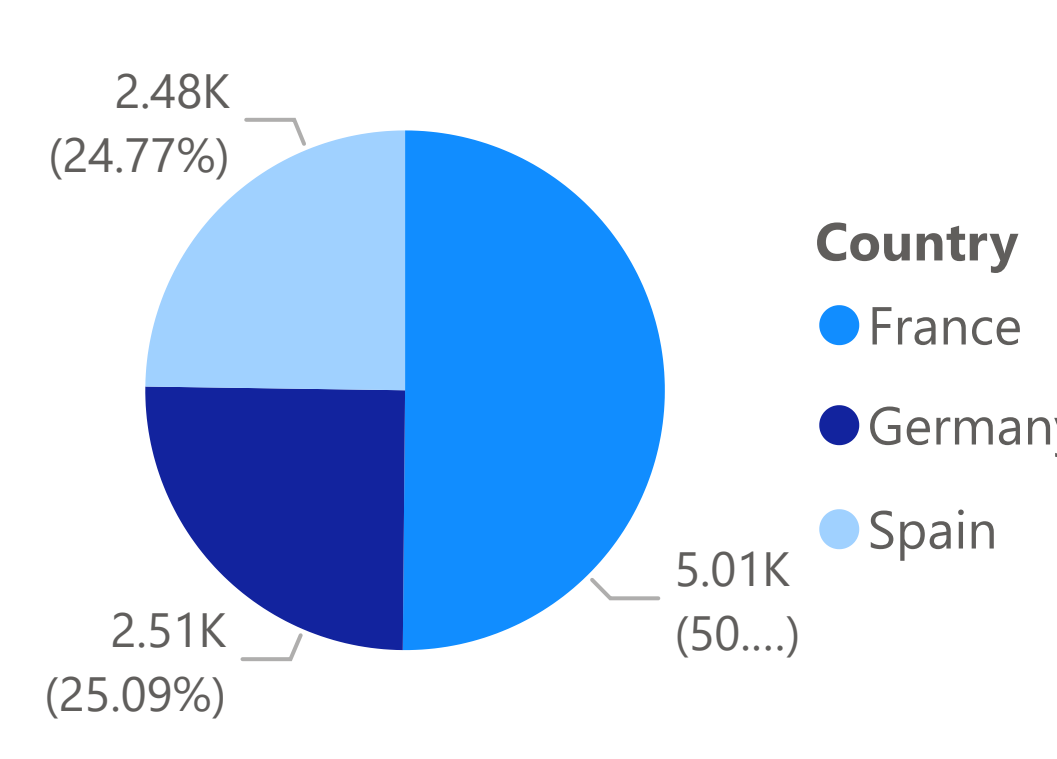
Exited

- ☐ No
- ☐ Yes

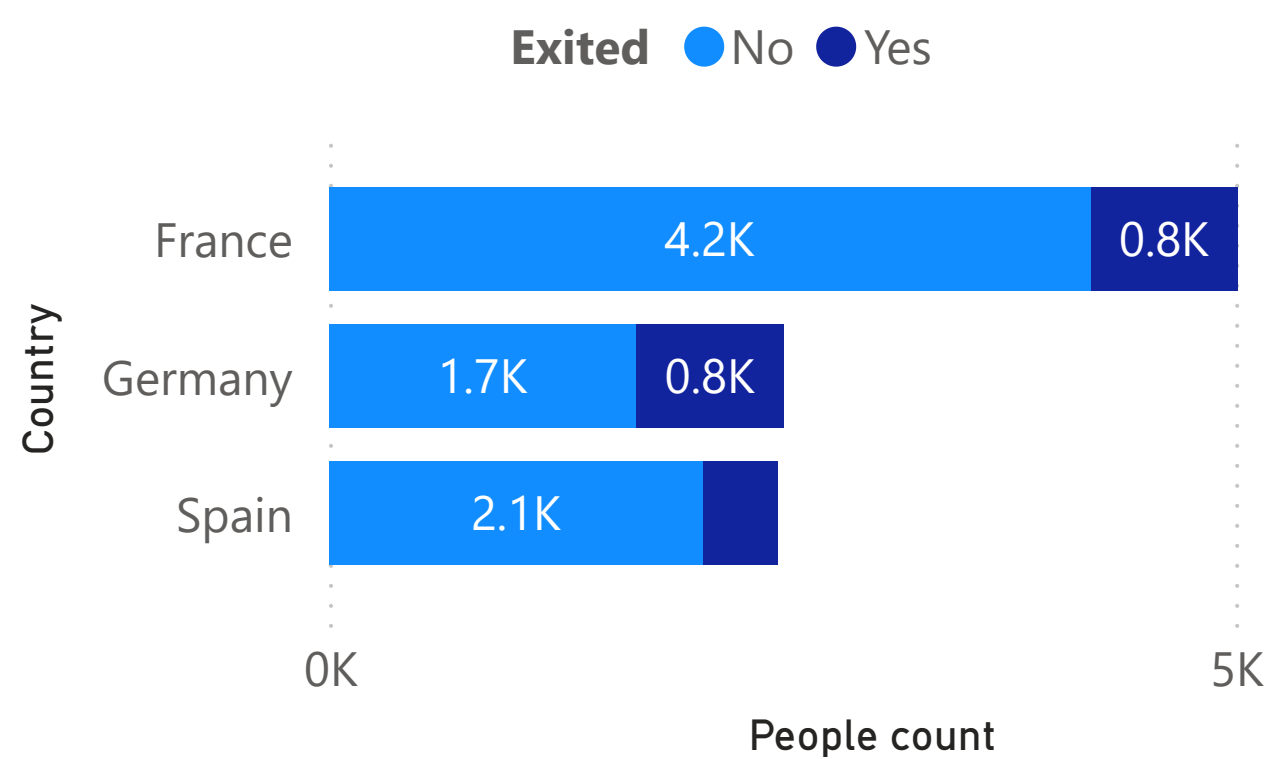
Customer Churn



Customer Distribution by Country

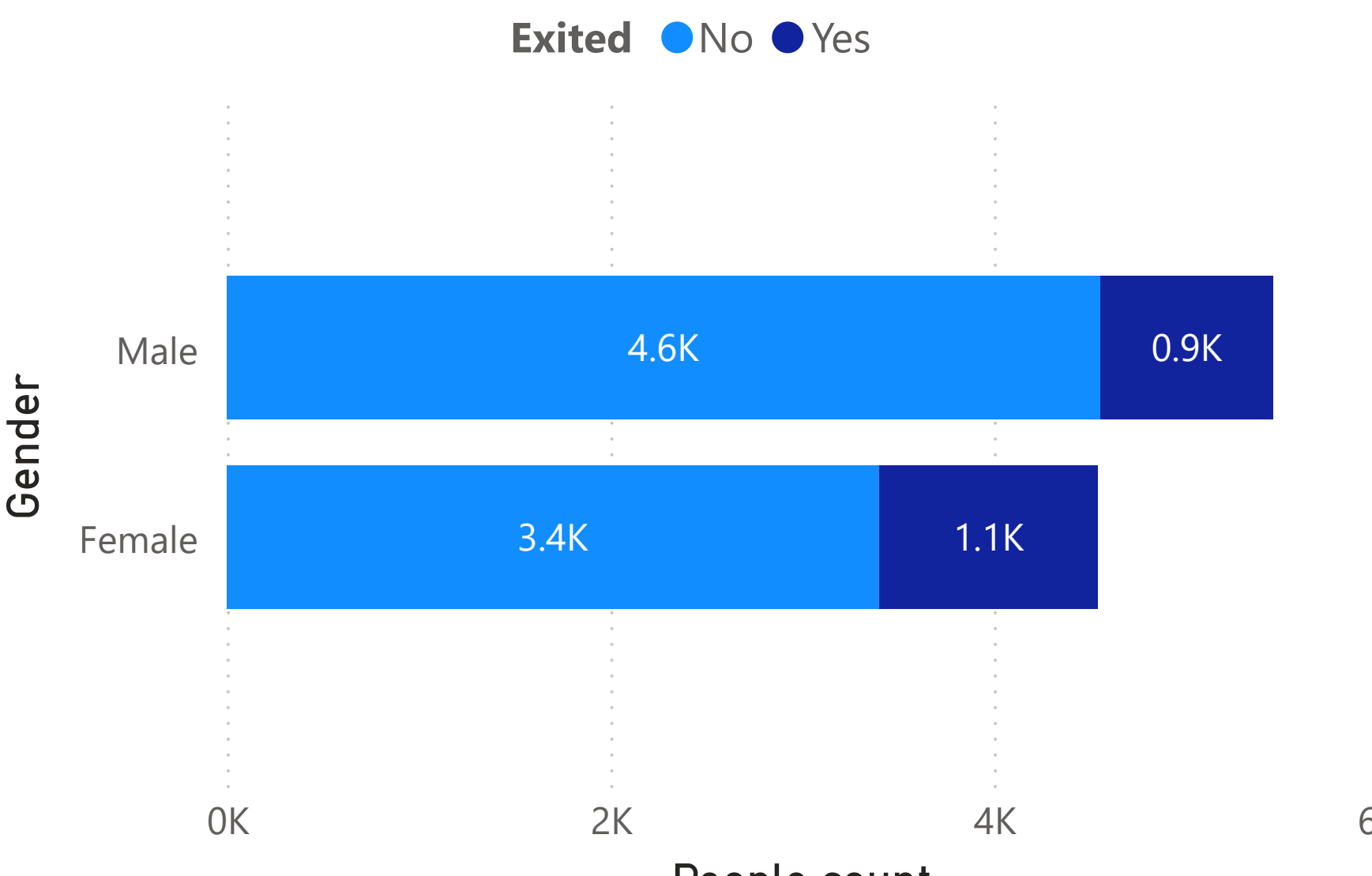


Customer Churn by Country



Geography	Churn percentage
Germany	32.44%
Spain	16.67%
France	16.17%

Customer Churn by Gender



Gender	Churn percentage
Female	25.07%
Male	16.47%

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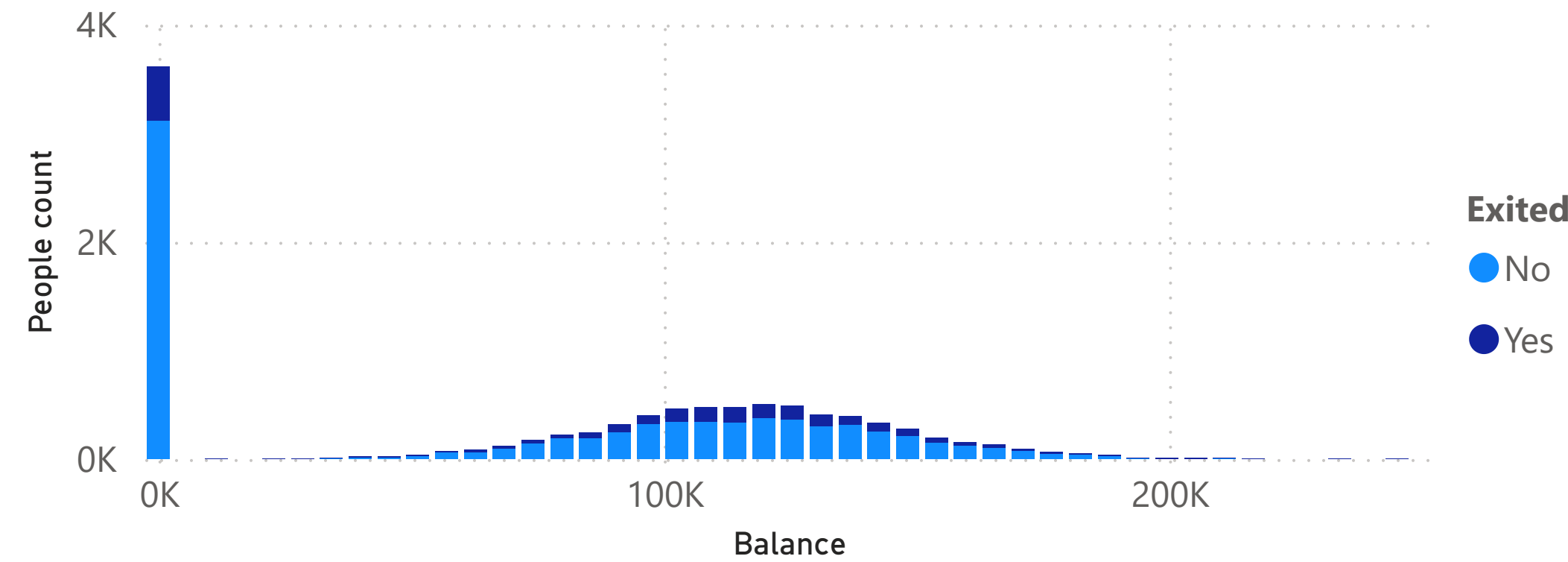
IsActiveMember

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- ☐ Yes

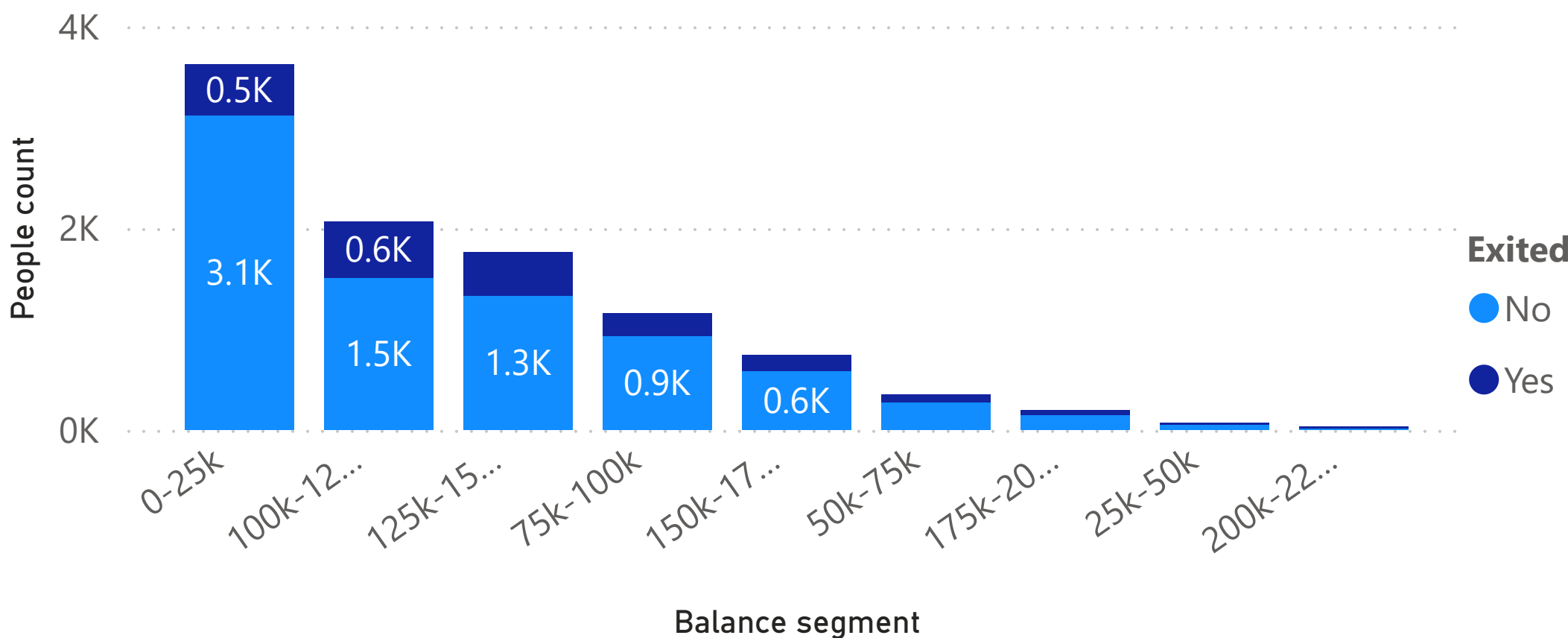
Exited

- ☐ No
- ☐ Yes

Customer Churn Distribution by Balance

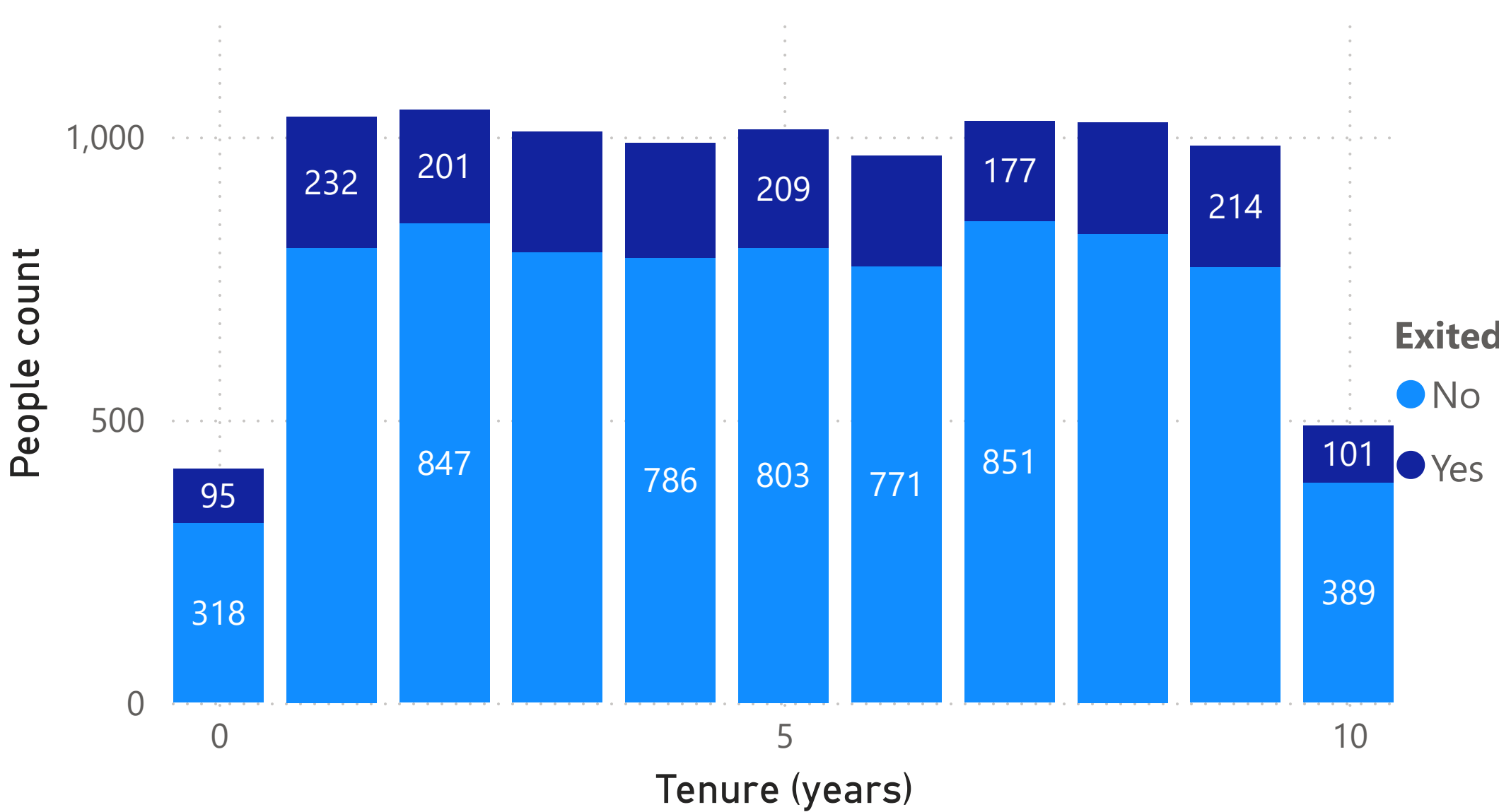


Customer Churn by Balance Segments

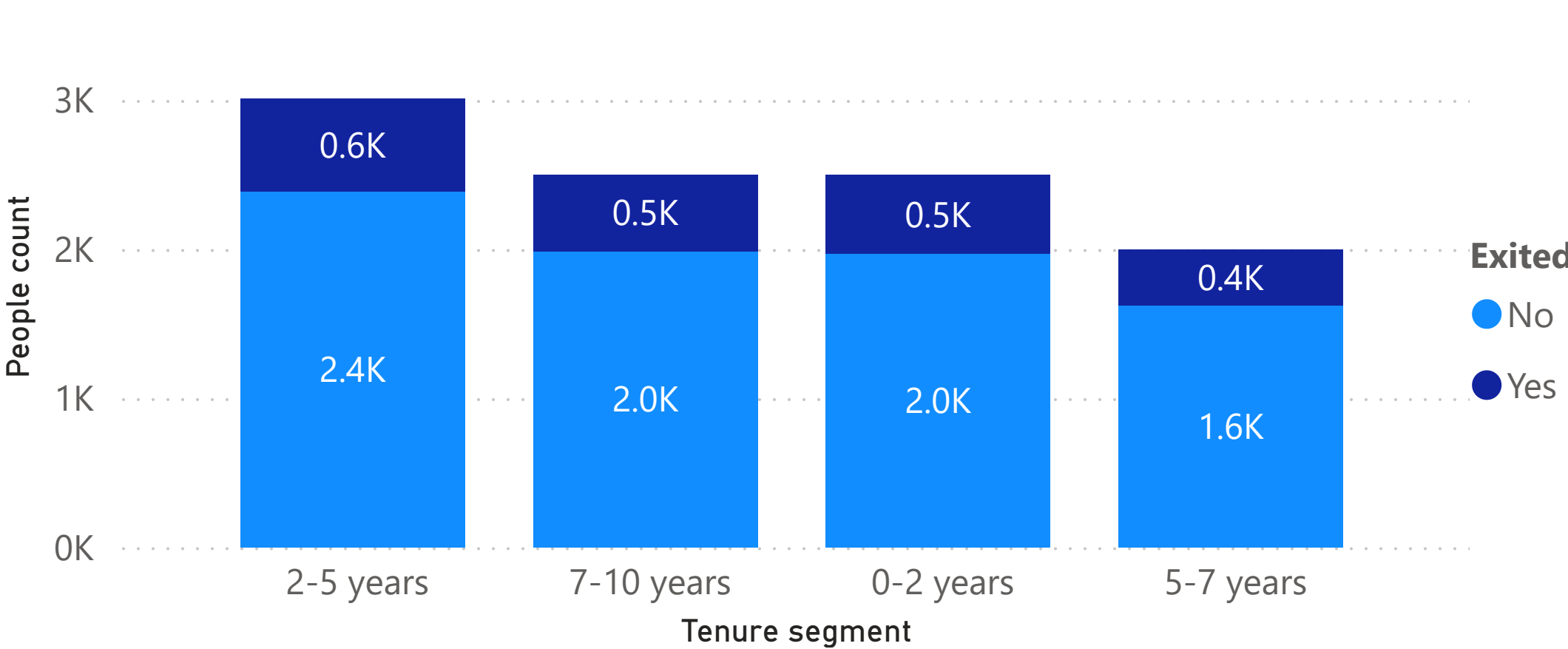


Balance segment	Churn percentage	People count
200k-225k	53.13%	32
25k-50k	31.88%	69
100k-125k	26.98%	2068
175k-200k	24.87%	197
125k-150k	24.35%	1762
50k-75k	21.49%	349
150k-175k	21.14%	738
75k-100k	19.48%	1160
0-25k	13.91%	3623

Customer Churn by Tenure



Customer Churn by Tenure Segments



Tenure segment	Churn percentage
0-2 years	21.15%
2-5 years	20.76%
7-10 years	20.49%
5-7 years	18.70%

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France

Germany

Spain

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Female

Male

Card Type

Diamond

Gold

Platinum

Silver

HasCrCard

No

Yes

Complain

No

Yes

IsActiveMember

No

Yes

Exited

No

Yes

Customer Churn Distribution by Credit Score

People count

Credit score

Exited

No

Yes

Customer Churn by Credit Score Segments

People count

Credit segment

Exited

No

Yes

Credit segment (points)

Churn percentage

0-600

21.69%

600-700

19.72%

700-800

19.95%

800-900

19.69%

Customer Churn by Active Member Status

Is active member?

People count

Exited

No

Yes

Customer Churn by Age Group

People count

Age group

Exited

No

Yes

Customer Churn by Credit Card Ownership

customer has credit card?

People count

Exited

No

Yes

Is customer an active member?

Churn percentage

No

26.87%

Yes

14.27%

Age group

Churn percentage

50-60

56.21%

40-50

33.97%

60+

24.78%

30-40

12.11%

<30

7.52%

Customer has credit card

Churn percentage

No

20.81%

Yes

20.20%