



Bank Customer Churn Analysis

Churned

Retained

Customer

10K



Retained Customers



8K

79.6%

Churned Customers

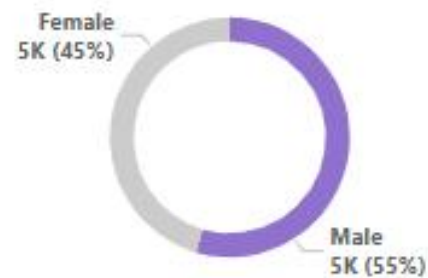


2K

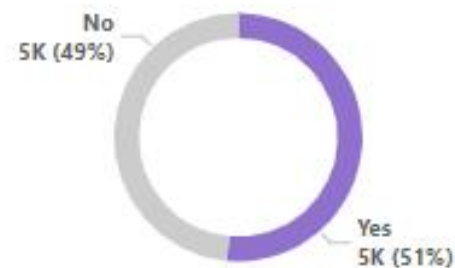
20.4%



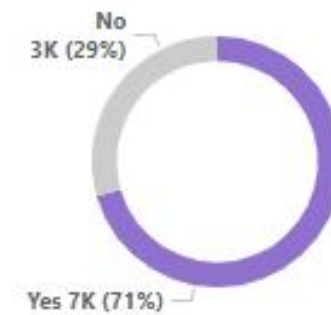
Gender Distribution among customers



How many customers are active?



How many customers have cards or not?



Show All

Age

Balance

Credit score

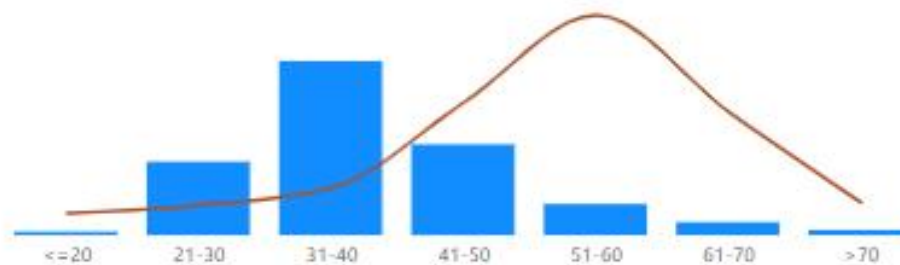
Tenure

Geography

Products

5K

0K



● # Customer ● % Churned Customers

50%

0%

Age	# customers	Retained	% Retained	Churned	% Churned
<=20	89	84	94.4%	5	5.6%
21-30	1879	1736	92.4%	143	7.6%
>70	133	122	91.7%	11	8.3%
31-40	4452	3914	87.9%	538	12.1%
61-70	331	227	68.6%	104	31.4%
41-50	2321	1532	66.0%	789	34.0%
51-60	797	349	43.8%	448	56.2%



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Churned

Retained

Search



Id	Surname	Gender	Geography	Age	# Products	Has Credit Card	Active	Exited	Balance
15565701	Ferri	Female	Spain	39	1	No	No	Retained	161993.89
15565714	Cattaneo	Male	France	47	2	No	Yes	Retained	64430.06
15565779	Kent	Female	Germany	30	1	Yes	No	Retained	57809.32
15565796	Docherty	Male	Germany	48	1	Yes	No	Retained	96048.55
15565806	Toosey	Male	France	38	2	No	No	Retained	0
15565878	Bates	Male	Spain	29	2	Yes	Yes	Retained	0
15565879	Riley	Female	France	28	2	Yes	Yes	Retained	0
15565891	Dipietro	Male	France	39	2	Yes	No	Retained	0
15565996	Arnold	Male	France	44	2	Yes	Yes	Retained	0
15566091	Thomsen	Female	Spain	32	1	Yes	No	Retained	0
15566111	Estes	Male	France	39	1	Yes	No	Retained	0
15566139	Ts'ui	Female	France	37	1	Yes	No	Retained	53573.18

1 2 3 4 5 >

Jump to

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of 664



Bank Customer Churn Analysis

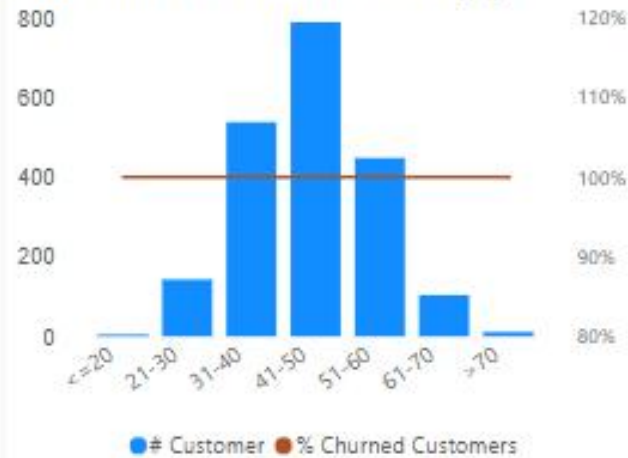


Churned

Retained



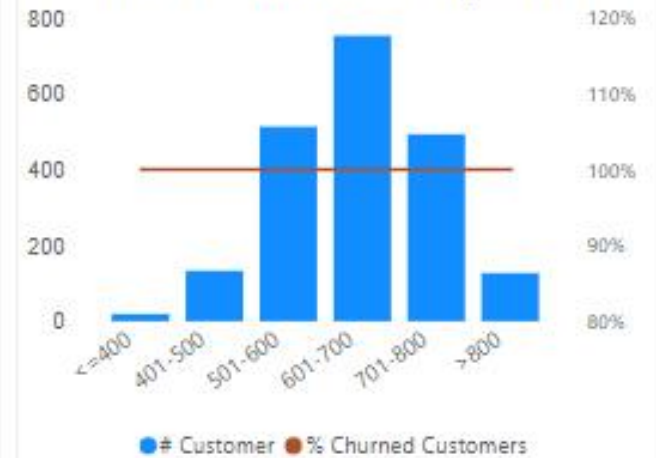
Customer and % Churned Customers by Age



Customer and % Churned Customers by Balance



Customer and % Churned Customers by Credit score



Customer and % Churned Customers by Tenure



Customer and % Churned Customers by Geography



Customer and % Churned Customers by # Products

