

# Customer Churn Insights for Retail Banking - Sample Dataset

10K

Total Customers

2.04K

Churned Customers

20.37

Churn Rate

3.62K

Zero Balance Customers

76.49K

Average Balance

101.47K

Avg Salary - Churned

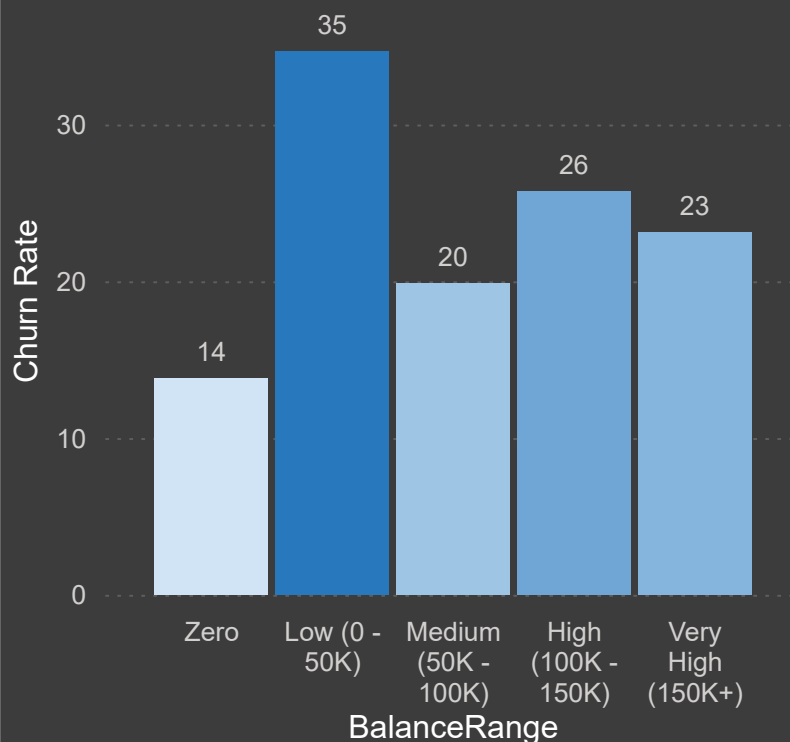
51.51

% Active Members

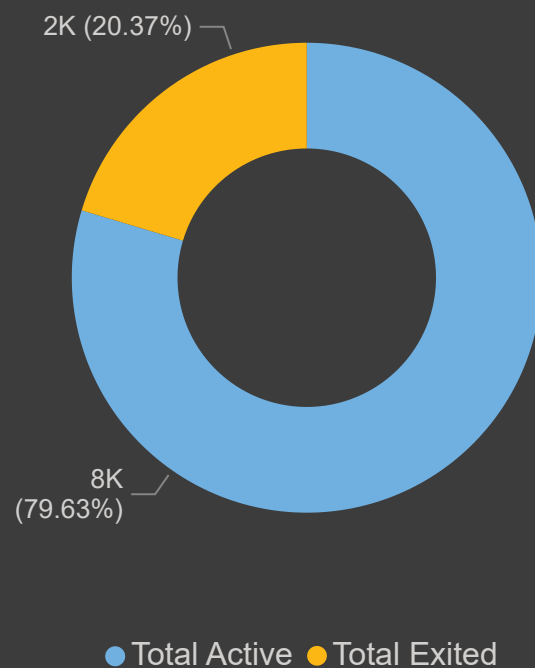
70.55

% with Credit Card

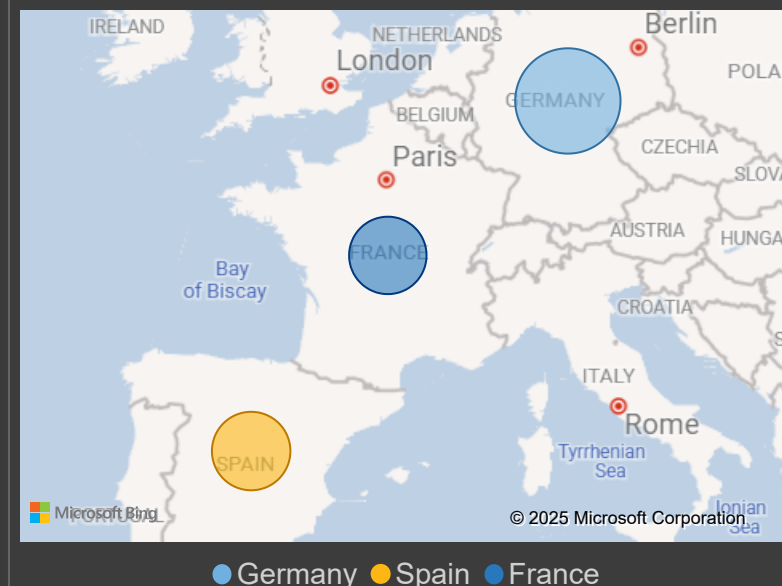
## Churn Rate by BalanceRange



## Total Active and Total Exited



## %GT Churn Rate by Geography



BalanceRange, Geography, IsActiveMember

All