

CUSTOMER CHURN ANALYSIS

Total Customers

10000

Active Members

5151

Gross Balance

765M

Card Holders

7055

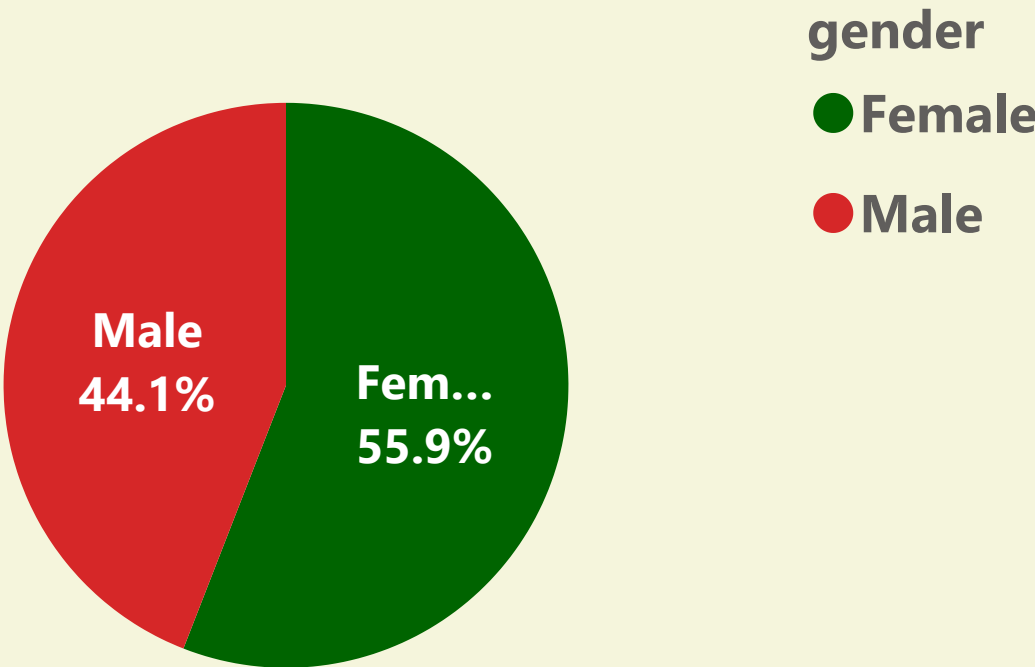
Churn Customers

2037

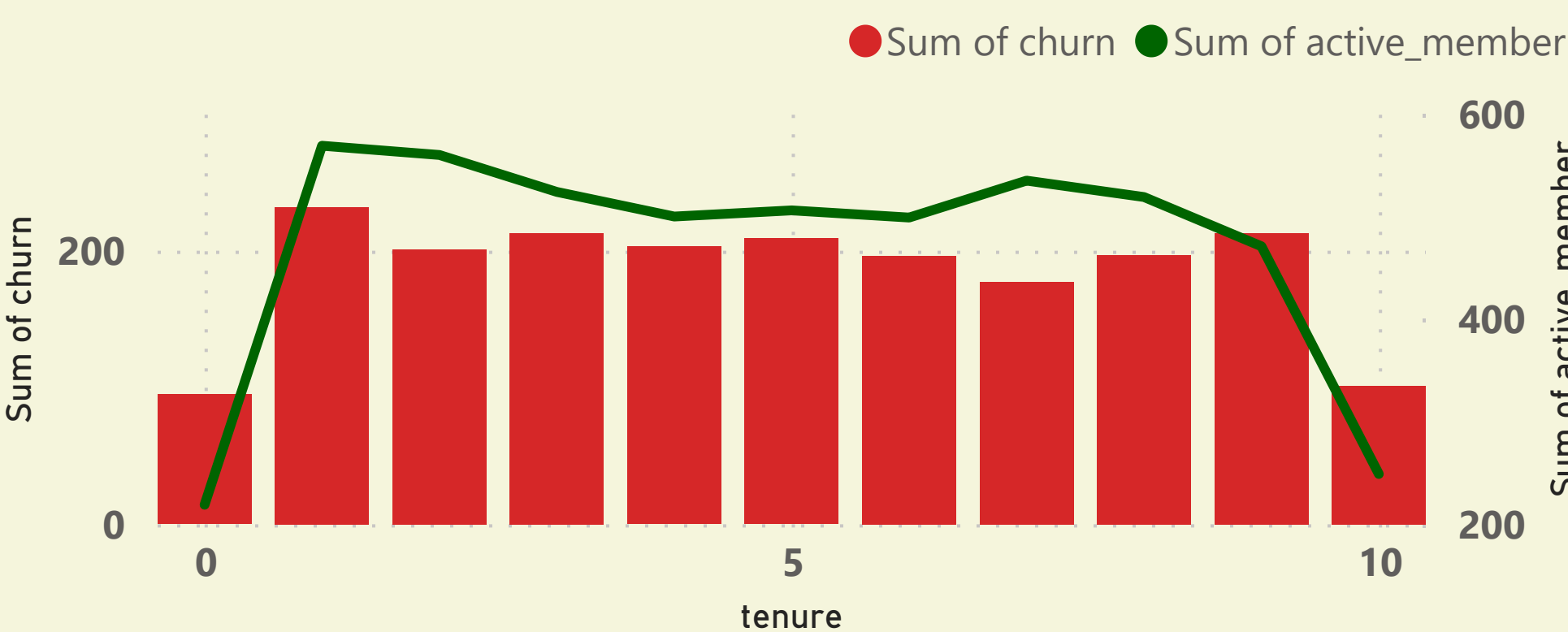
Gender

Female
Male

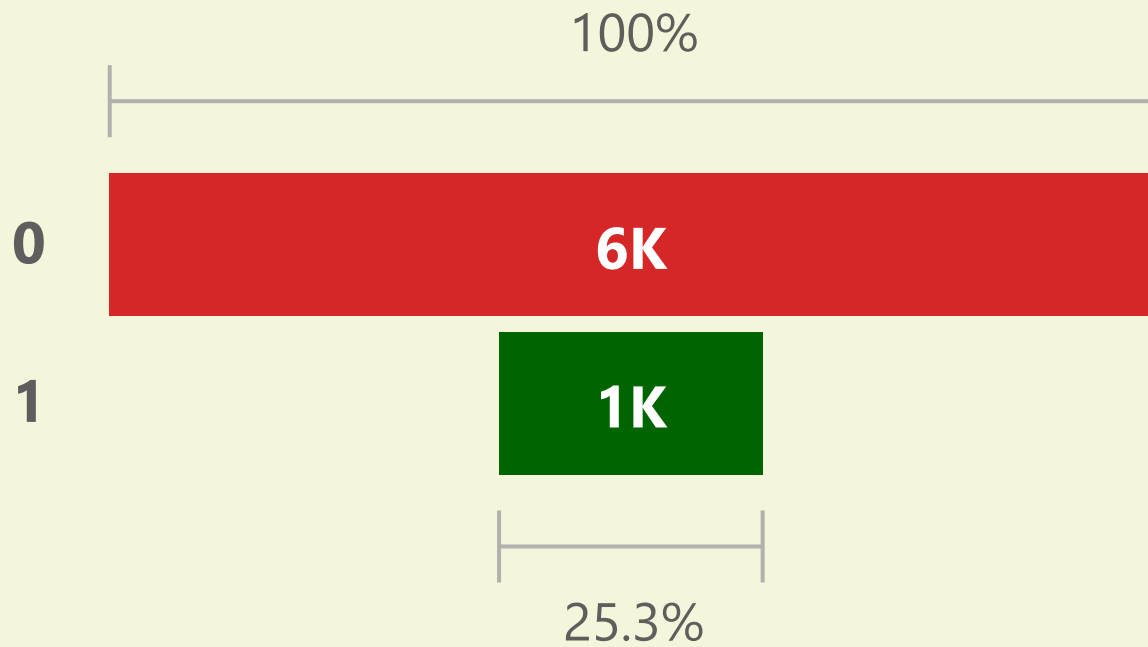
Churn Analysis by Gender



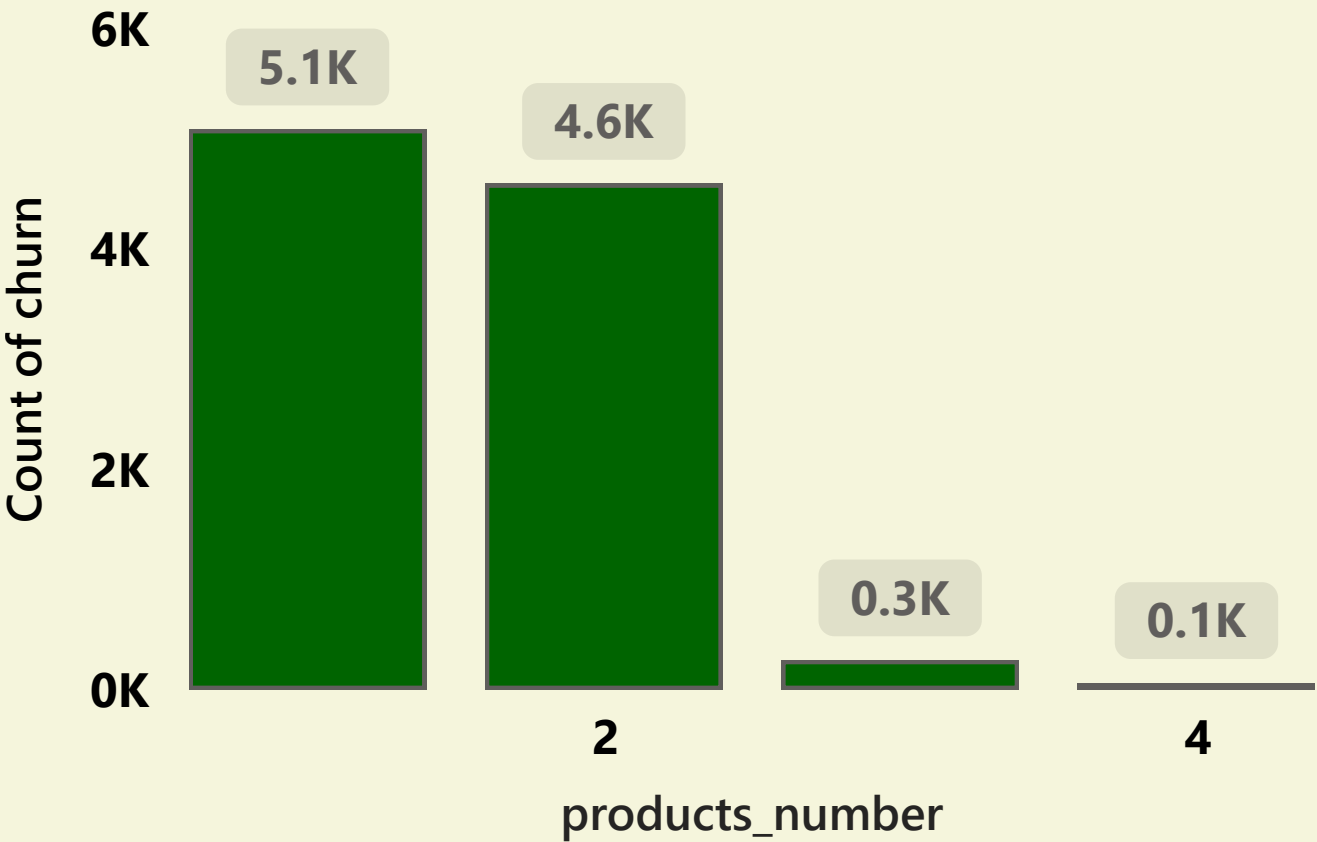
Churn and Active member by tenure



Impact of Credit Card Ownership on churn

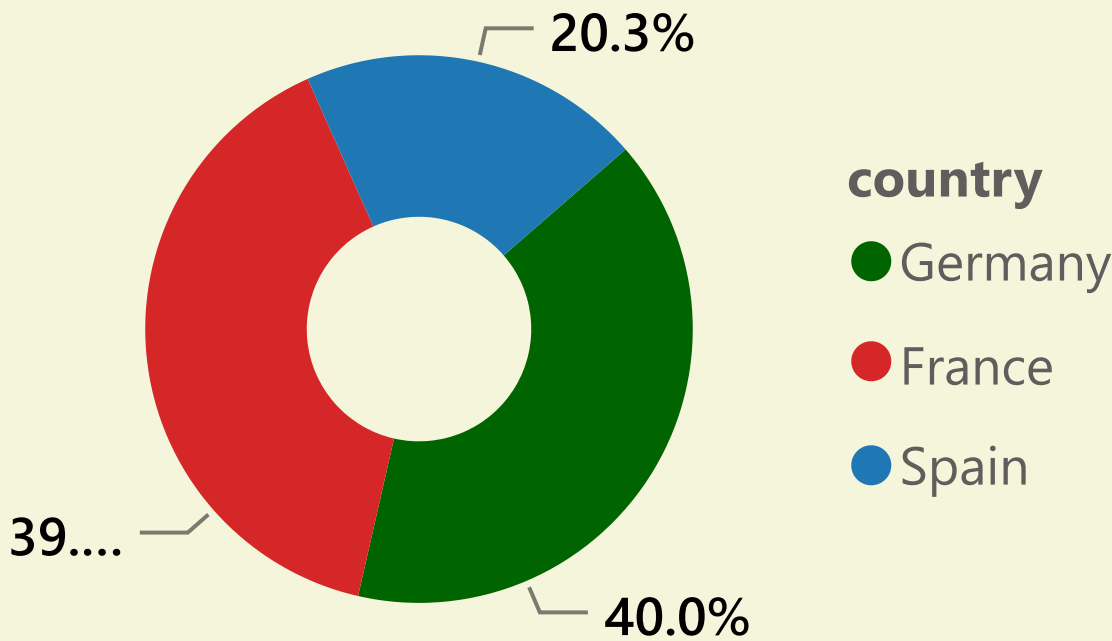


Churn by products_number



country	Sum of churn	Sum of active_member	Sum of balance	Sum of estimated_salary
France	810	2591	311.33M	500.89M
Germany	814	1248	300.40M	253.69M
Spain	413	1312	153.12M	246.31M
Total	2037	5151	764.86M	1,000.90M

Churn by Country



CUSTOMER CHURN ANALYSIS

Total Customers

10000

Active Members

5151

Gross Balance

765M

Card Holders

7055

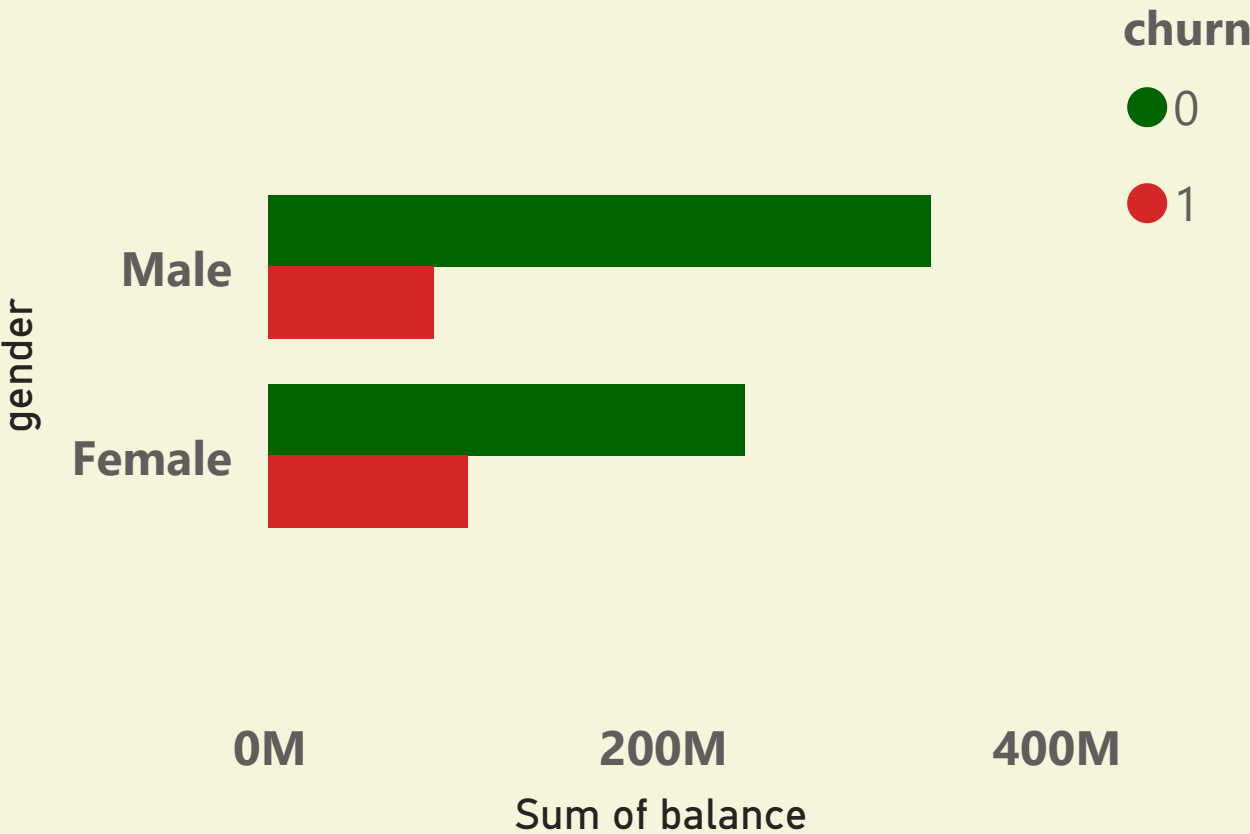
Churn Customers

2037

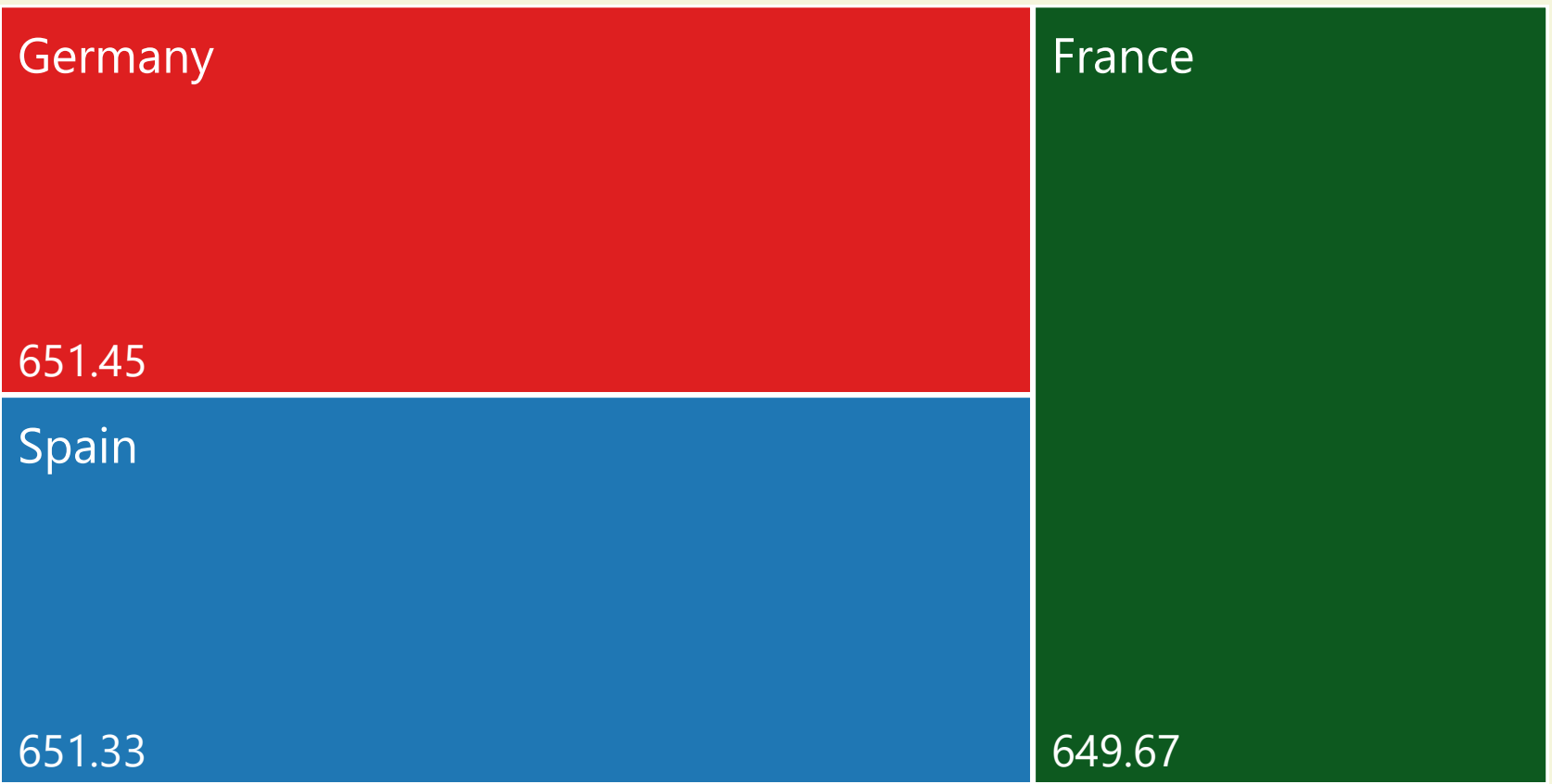
Gender

Female
Male

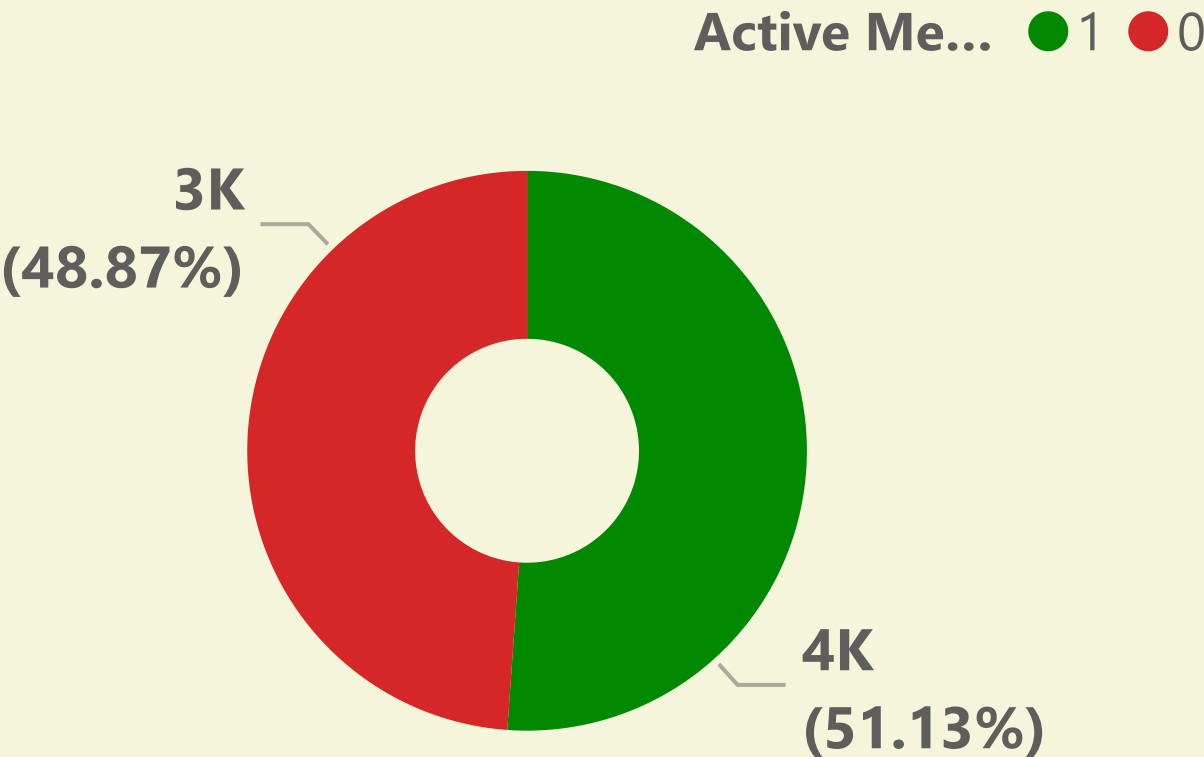
Balance by gender and churn



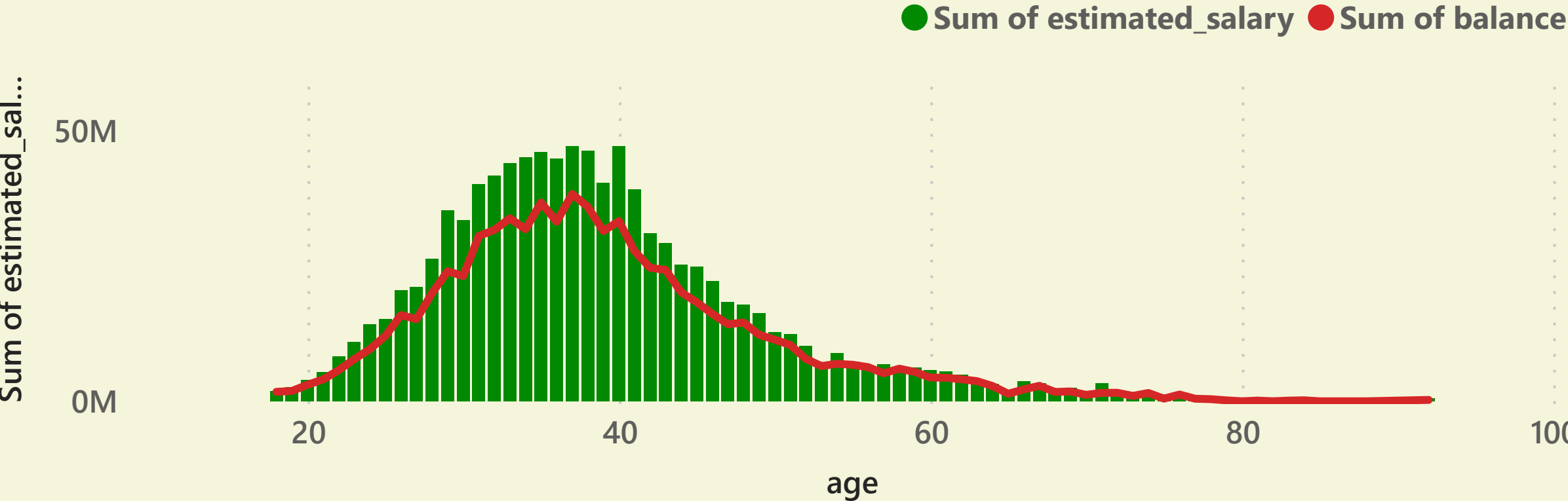
credit_score by country



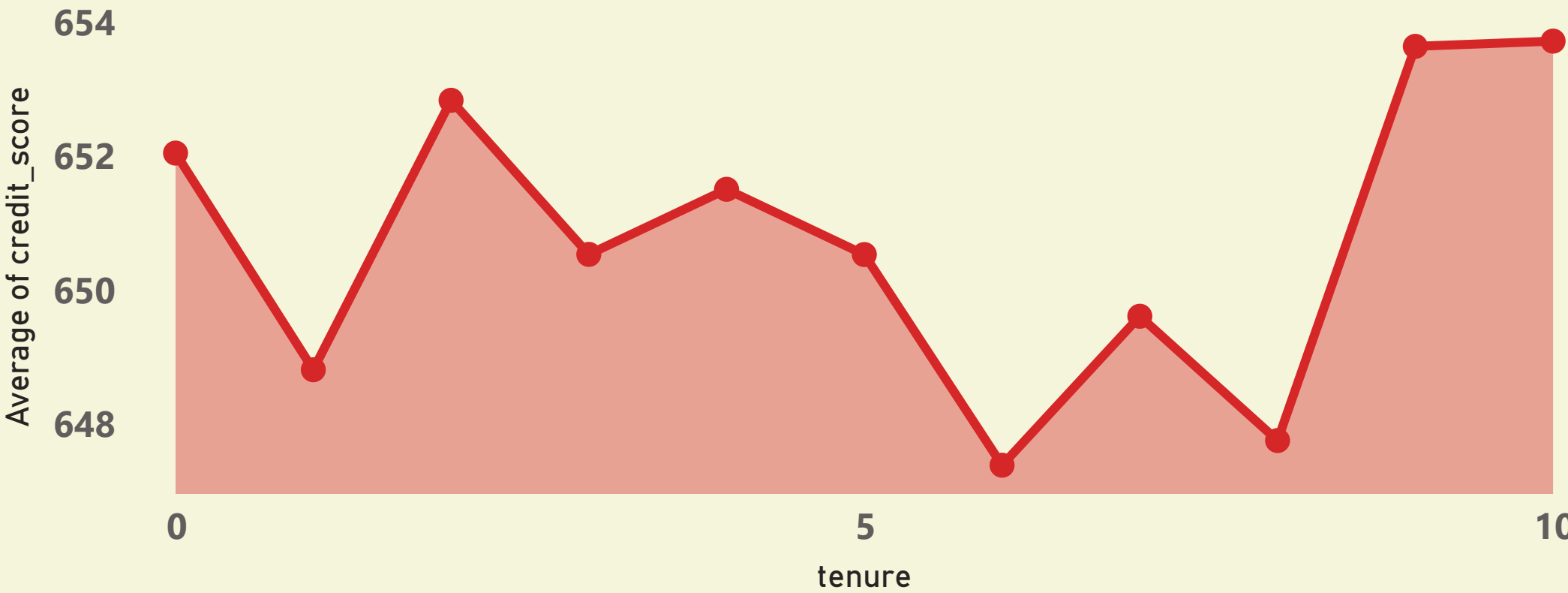
Credit Card Usage



Salary and Balance by Age



Credit Score Over Tenure



● Sum of churn ● Sum of active_member

3K

2K

1K

0K

2.6K

1.2K

0.8K

0.8K

1.3K

0.4K

Germany

France

Spain

country

