

Bank Customer Churn Analysis



10000

Total Customers

5151

Active Customers

4849

Inactive Customers

7055

Credit Card Holder

2945

Non Credit Card ...

2037

Exit Customers

7963

Retain Customers

Clear all slicers

Year

All

Month_name

All

GeographyLocation

All

ActiveCategory

All

ExitCategory

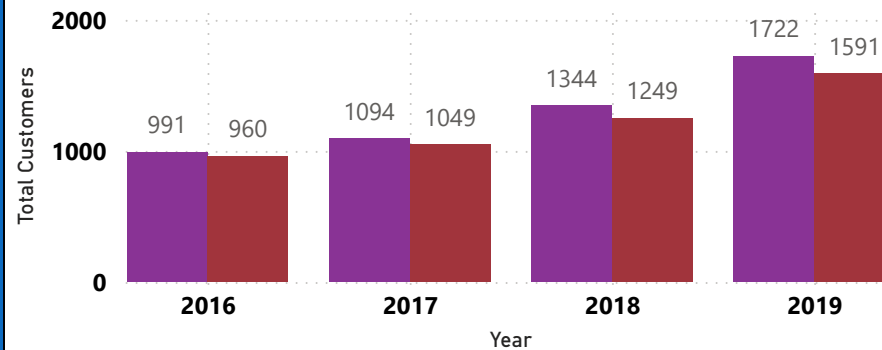
All

GenderCategory

All

Total Customers by Year and ActiveCategory

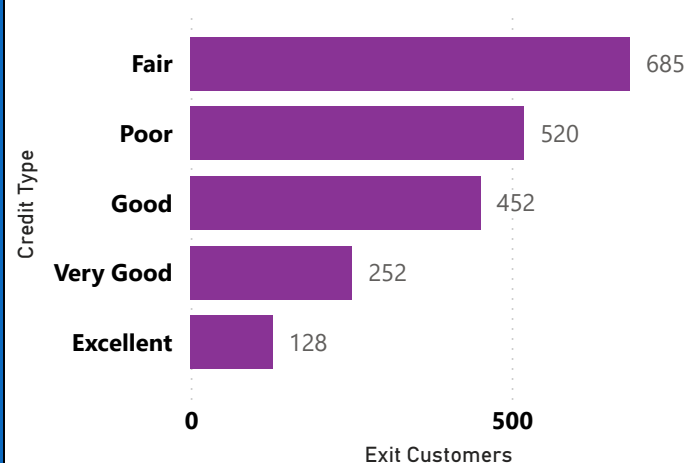
ActiveCategory ● Active Member ● Inactive Member



Customers left based on Credit Type

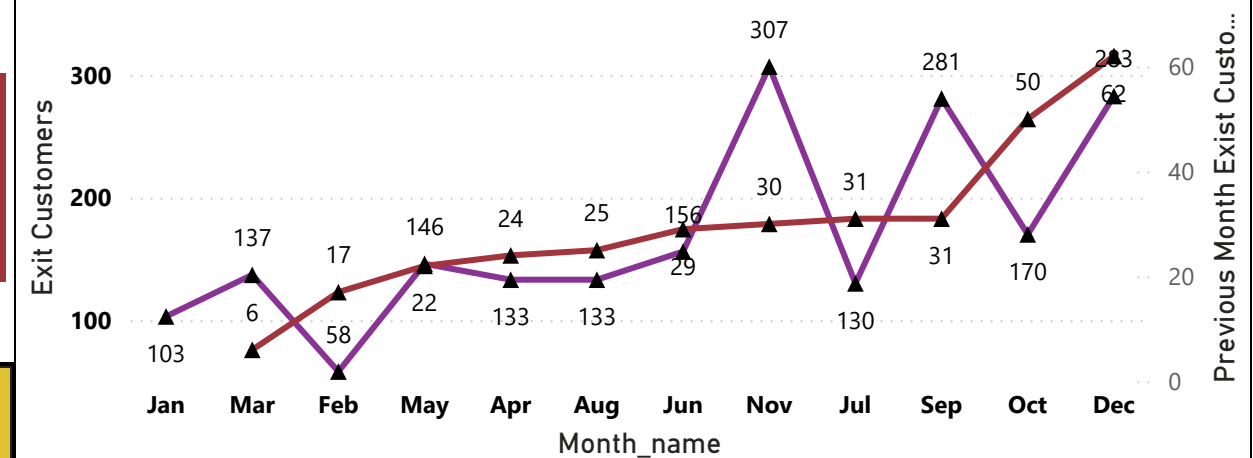
Customers left based on Gender Type

Exit Customers by Credit Type



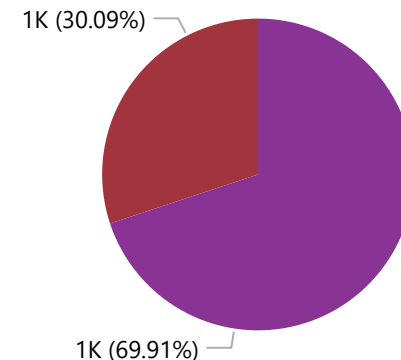
Exit Customers and Previous Month Exist Customer by Month_name

▲ Exit Customers ▲ Previous Month Exist Customer



Exit Customers by Category

Category ● credit card holder ● non credit card holder



Smart Narrative of Above Line Chart

At 307, Nov had the highest Exit Customers and was 429.31% higher than Feb, which had the lowest Exit Customers at 58.

Exit Customers and total Previous Month Exist Customer are positively correlated with each other.

Exit Customers and Previous Month Exist Customer diverged the most when the Month_name was Nov, when Exit Customers were 277 higher than Previous Month Exist Customer.

Made by Mahima Narula

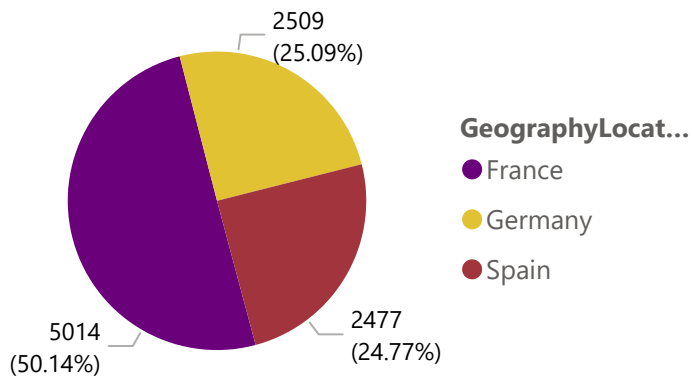
Churn % by Geography and Year

| GeographyLocation | 2016 | 2017 | 2018 | 2019 |
|-------------------|--------|--------|--------|--------|
| France | 15.81% | 17.68% | 15.71% | 15.69% |
| Germany | 31.43% | 35.53% | 33.86% | 30.07% |
| Spain | 14.03% | 18.70% | 16.11% | 17.46% |

Churn % by Year, Month and Geography location

| Year | Apr | Aug | Dec | Feb | Jan | Jul | Jun | Mar | May |
|------|--------|--------|--------|--------|--------|--------|--------|--------|--------|
| 2017 | 26.71% | 16.78% | 22.16% | 14.06% | 27.59% | 19.46% | 21.15% | 25.95% | 18.44% |
| 2018 | 20.00% | 25.00% | 19.43% | 20.65% | 21.62% | 20.10% | 19.23% | 19.75% | 22.83% |
| 2019 | 18.78% | 17.26% | 19.57% | 20.34% | 17.34% | 16.22% | 19.34% | 21.33% | 20.16% |
| 2016 | 16.30% | 20.81% | 19.22% | 12.00% | 20.73% | 16.56% | 23.48% | 17.02% | 23.02% |

Total Customers by GeographyLocation



Customer Churn Analysis by Geography, Credit Status, Gender, and Year

