

Credit Card Customer Attrition & Behaviour Analysis

Avg Transaction Amount
4415.4

Total Customers
7641

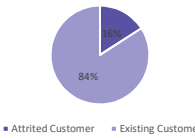
Attrited Customers
1211

Existing Customers
6430

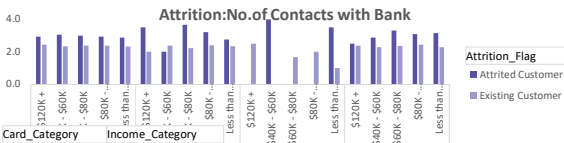
Avg Utilisation Ratio
0.2806558

Avg Credit Limit
8559.2

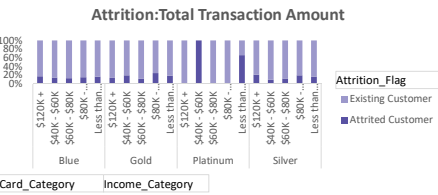
Overview of Attrition Rate



Average of Contacts_Count_12_mon

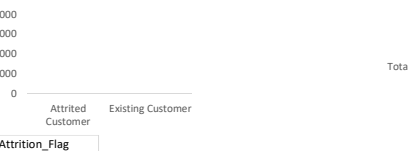


Count of Total_Trans_Amt

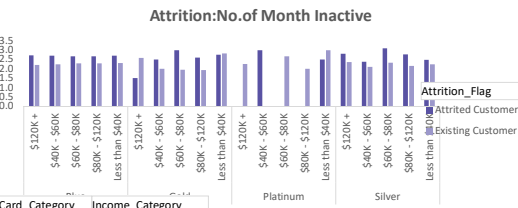


Count of Customer ID

Avg Credit/Limit avg/Avg Trans Amt/Total Revolving balance Vs Income Level

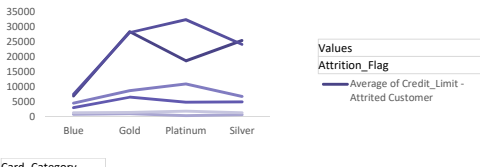


Average of Months_Inactive_12_mon

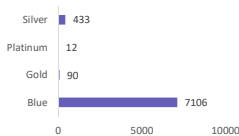


Average of Credit_Limit/Average of Total_Trans_Amt/Average of Total_Revolving_Bal

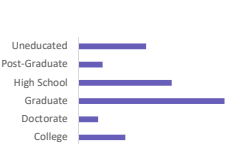
Avg CreditLimit/avg Trans Amt/Total Revolving balance Vs Card Type



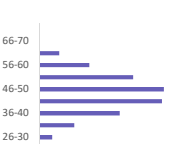
Card Type



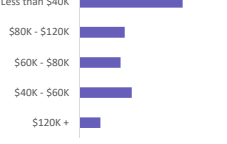
Education Level



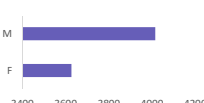
Age Demographic



Income Level



Gender



Count of Total_Revolving_Bal

