Customers Overview

10K	79.63%	51.51%	76.49K	100.09K
TotalCustomers	RetaintionRate	Active Member %	AverageBalance	AverageSalary

TotalCustomers by Gender

5K (45.43%)
5K (54.57%)

Gender
- Male
- Female

TotalCustomers by CustomerAgeGroup

Middle Aged | Young | Senior Citizen
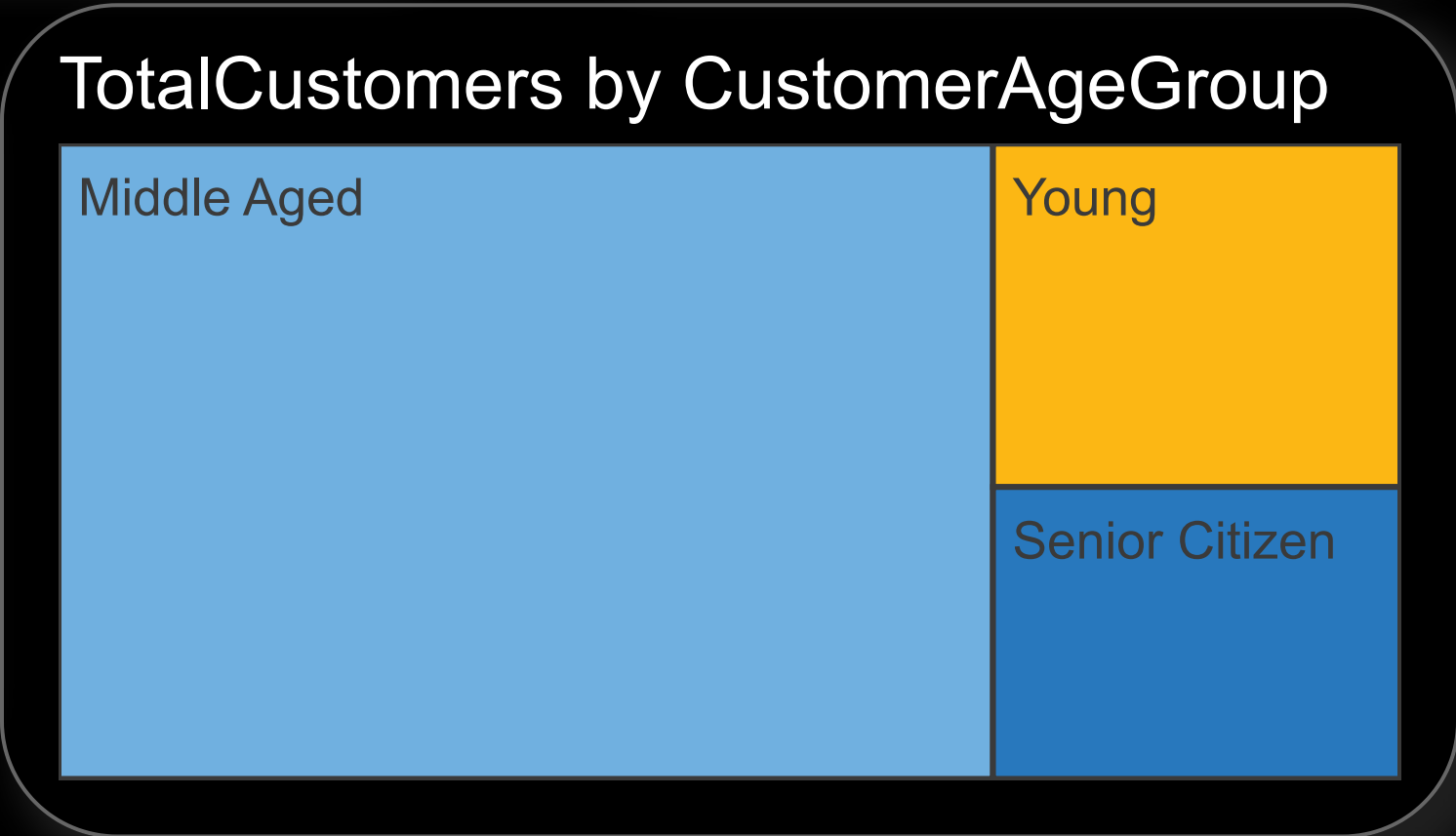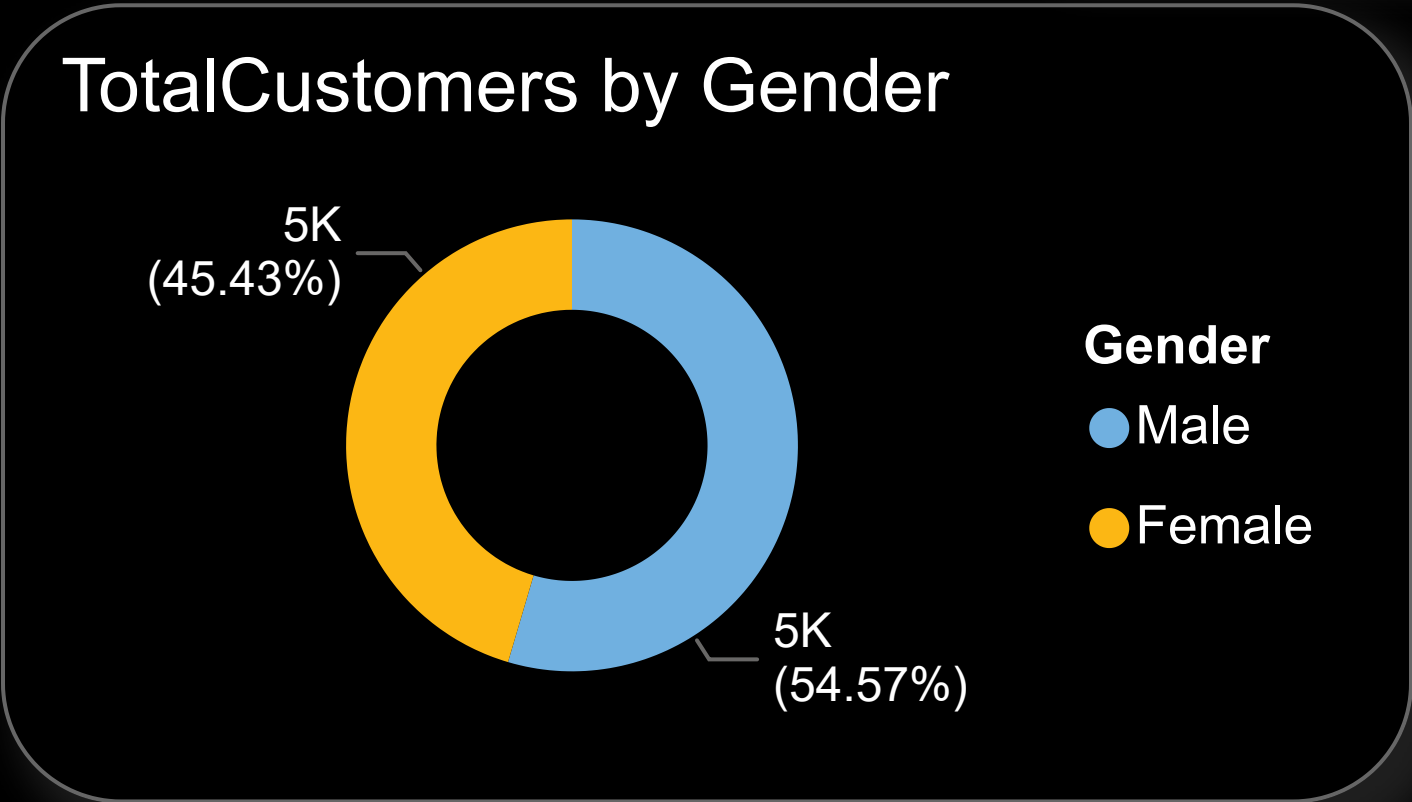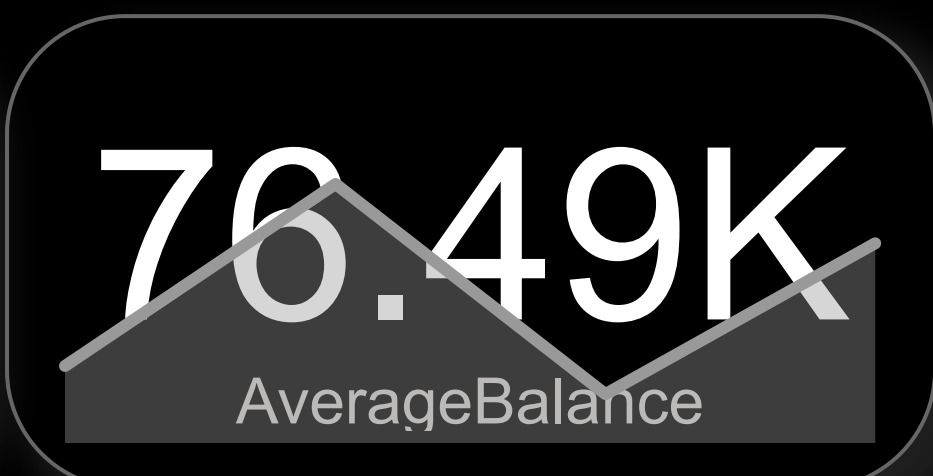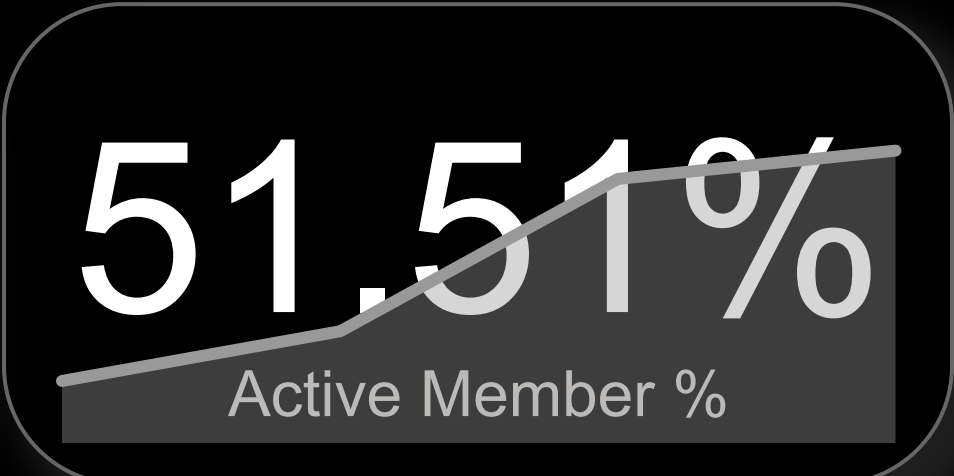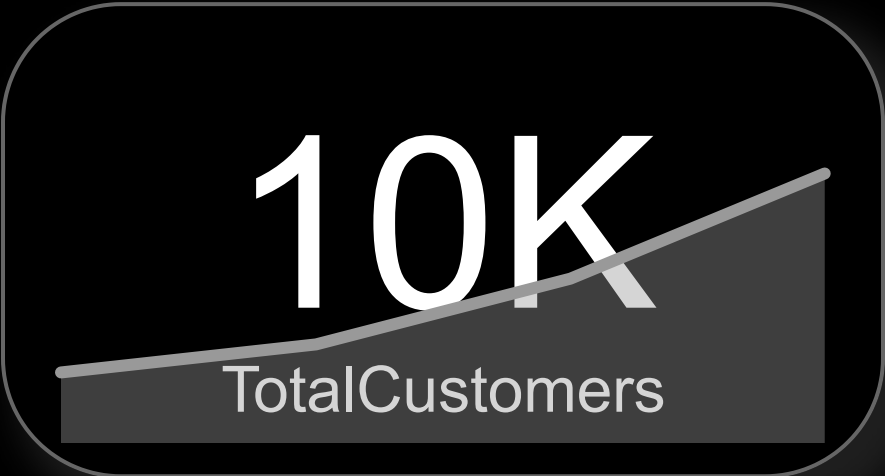
GenderCategory	Average of CreditScore	AverageBalance	AverageSalary
Female	**650.83**	**75,659.37**	**1,00,601.54**
Germany	653.09	1,19,145.97	1,02,446.42
Spain	651.77	59,862.09	1,00,734.11
France	649.19	60,322.67	99,564.25
Male	**650.28**	**77,173.97**	**99,664.58**
Spain	650.99	63,352.83	98,425.69
France	650.06	63,546.28	1,00,174.25
Germany	649.97	1,20,259.67	99,905.03
Total	**650.53**	**76,485.89**	**1,00,090.24**

TotalCustomers by Country

Sum of NumOfProducts by GeographyLocation and GenderCategory

GenderCategory ● Female ● Male

AverageBalance by TenureCategory
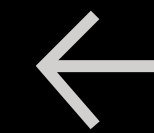

● Increase ● Decrease ● Total
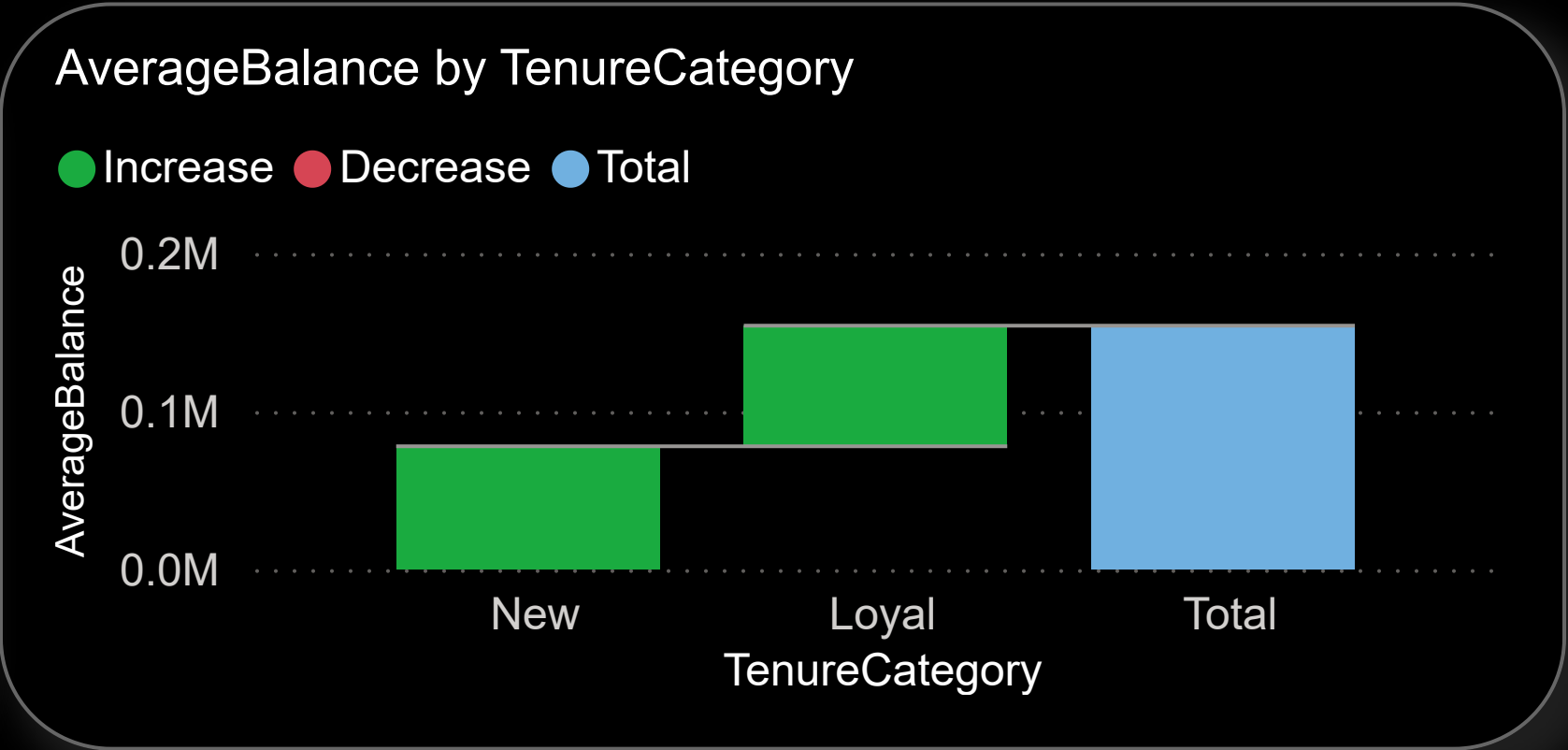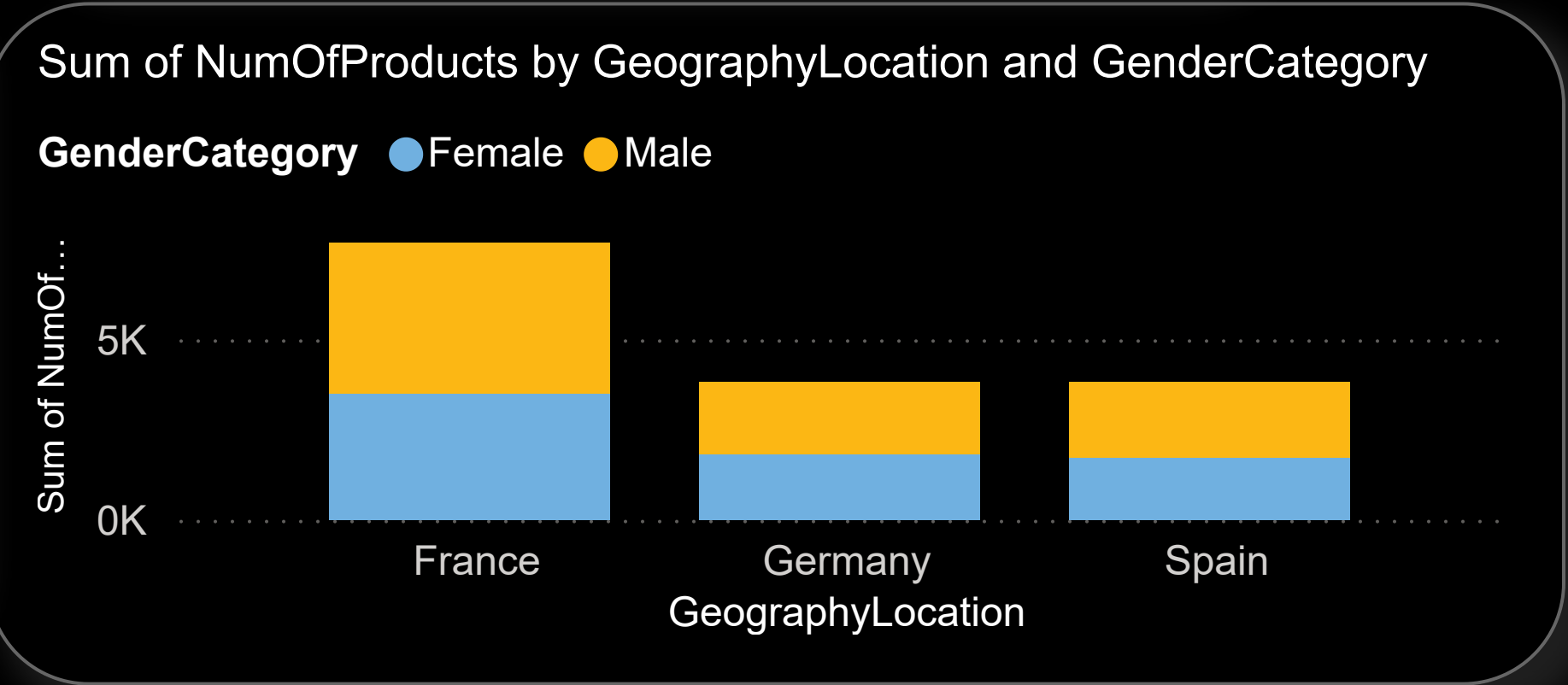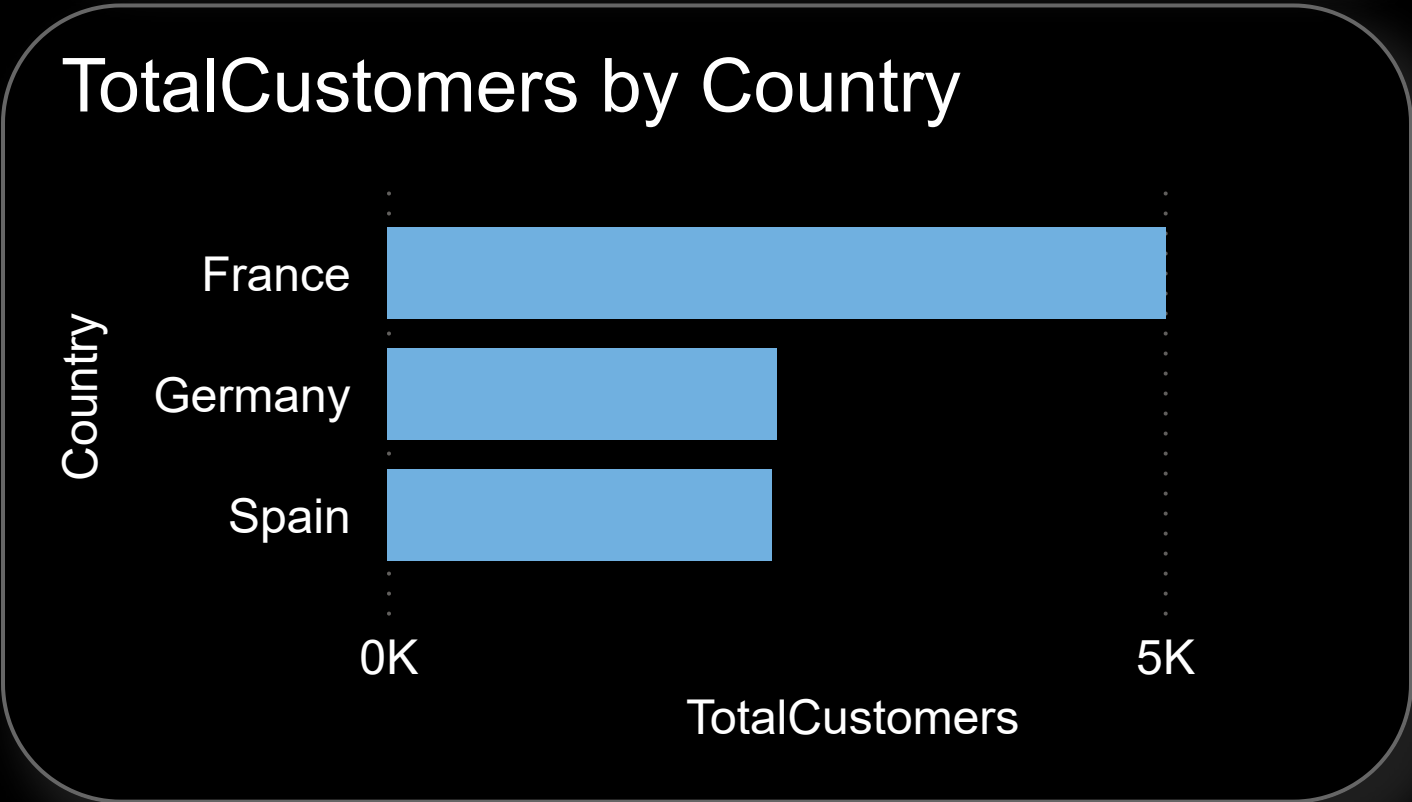
Churn Analysis

GenderCategory

| Female | Male |

TotalCustomers by ExitCategory and GenderCategory

GenderCat... ● Female ● Male

ExitCategory (y-axis)
- Retain
- Exit

TotalCustomers (x-axis): 0K, 2K, 4K
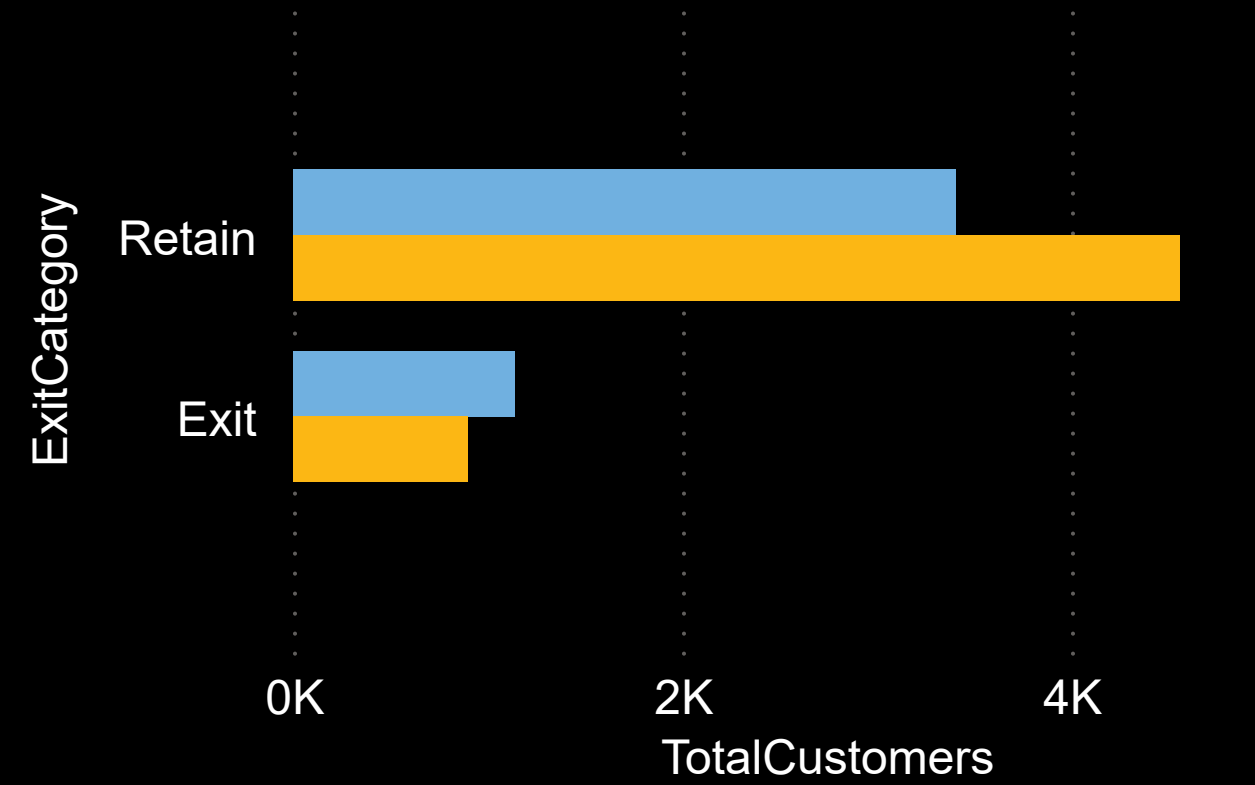
ActiveMembers, Inactive Members and Exited Customers

100%

- ActiveMembers
- Inactive Members
- Exited Customers

39.5%
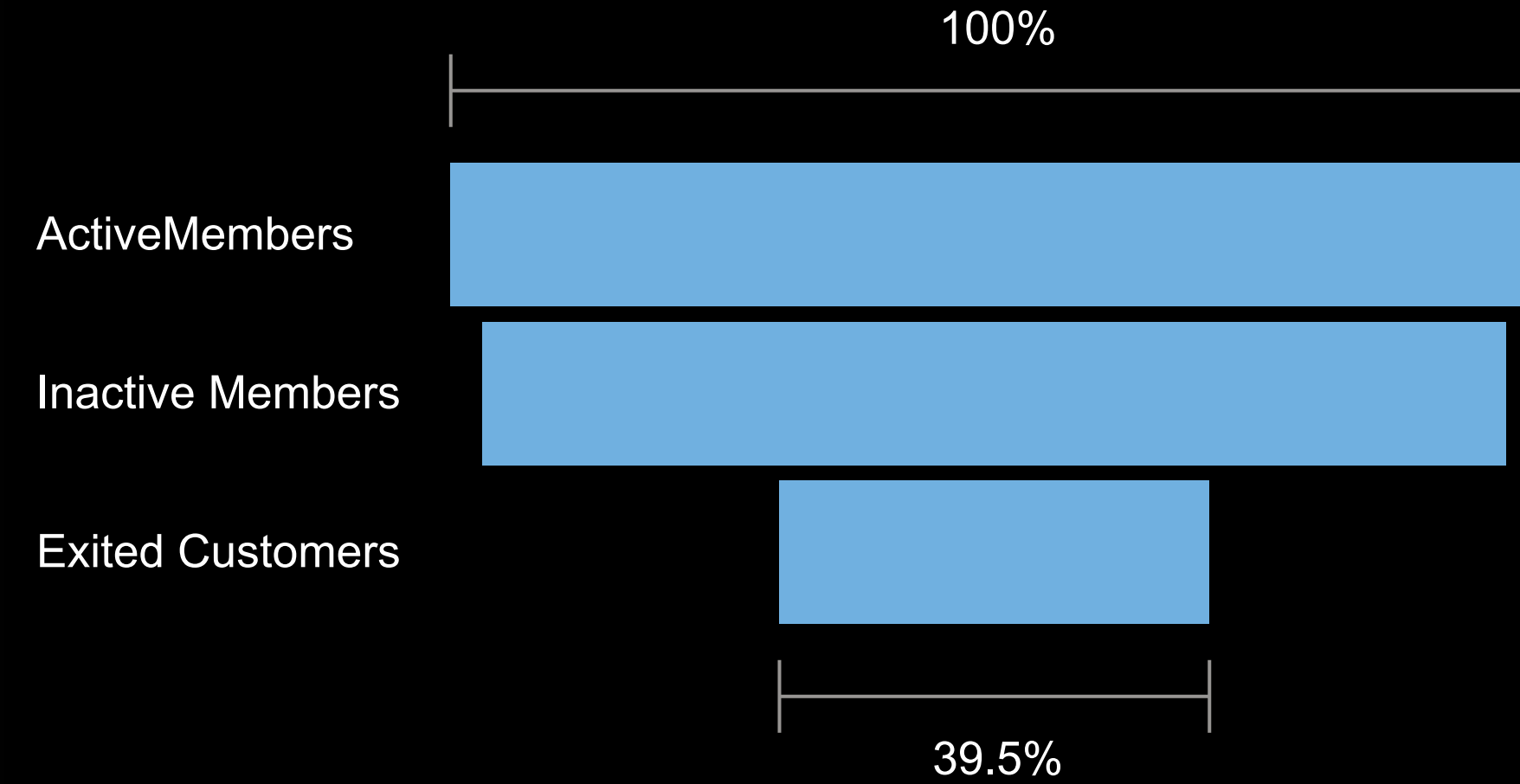
ActiveMembers by Country and Gender

Gender ● Female ● Male

ActiveMembers (y-axis): 0, 500, 1000, 1500, 2000

Country (x-axis): France, Spain, Germany
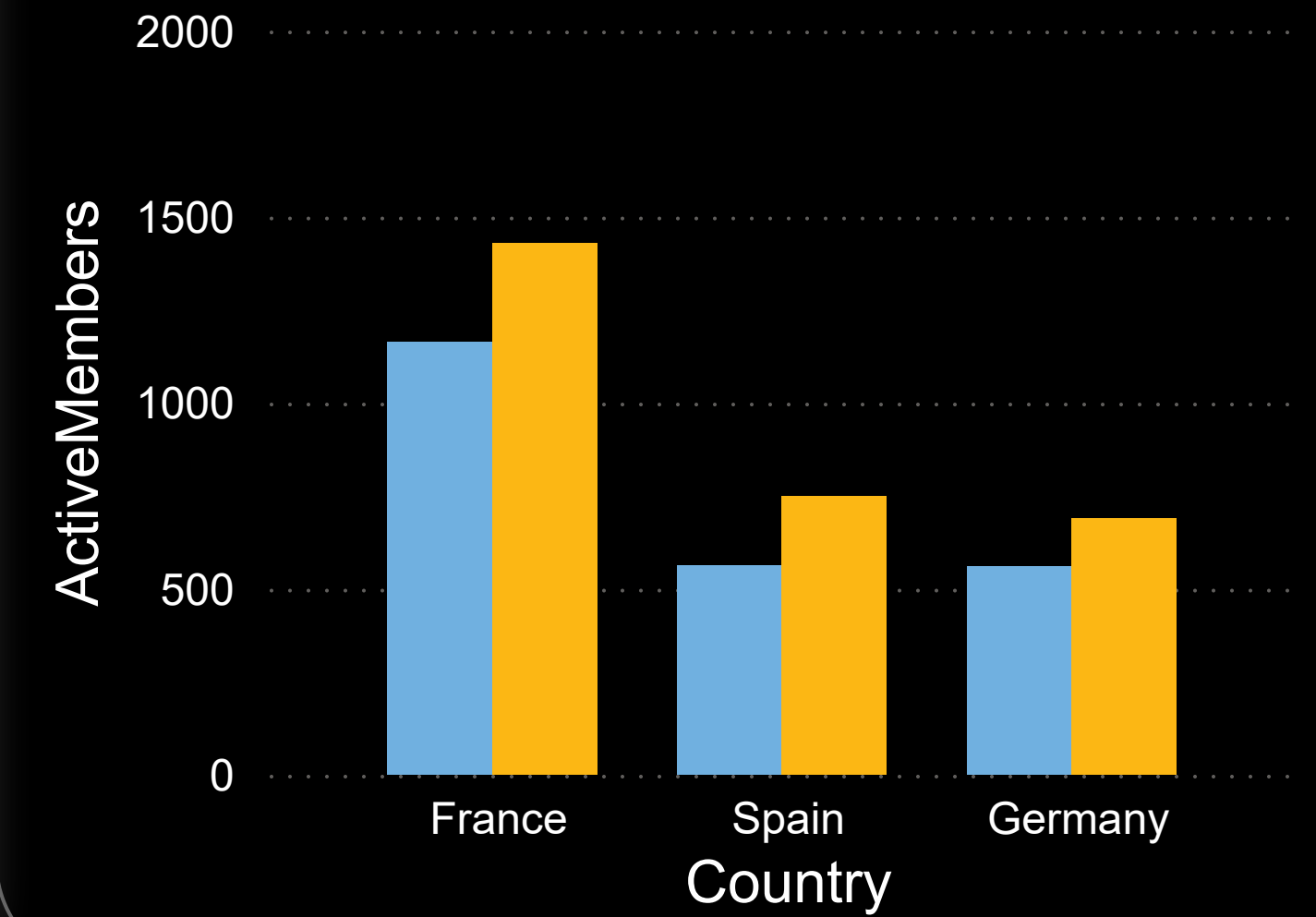
AverageBalance by Age

AverageBalance (y-axis): 0K, 50K, 100K

Age (x-axis): 20, 40, 60, 80, 100

Product & Credit Analysis

Year

| 2016 | 2017 | 2018 |

1713
Total Products

771
CreditCard Holders

100.73K
AverageSalary

EstimatedSalary and Balance

TotalCustomers by Category

Category
- credit card …
- non credit …
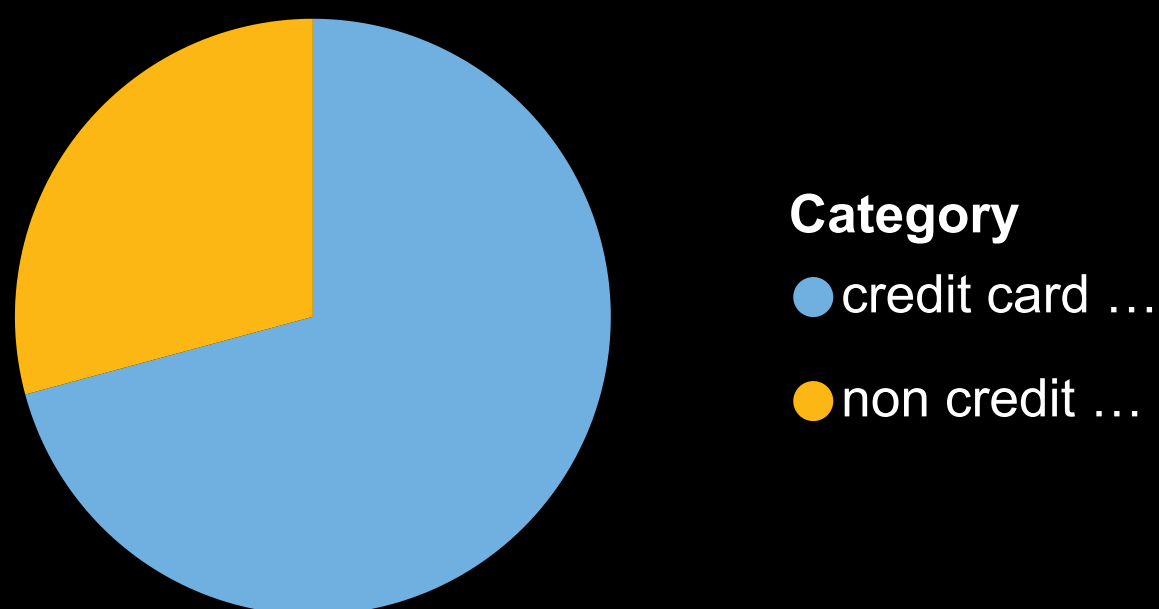
Exited Customers by NumOfProducts
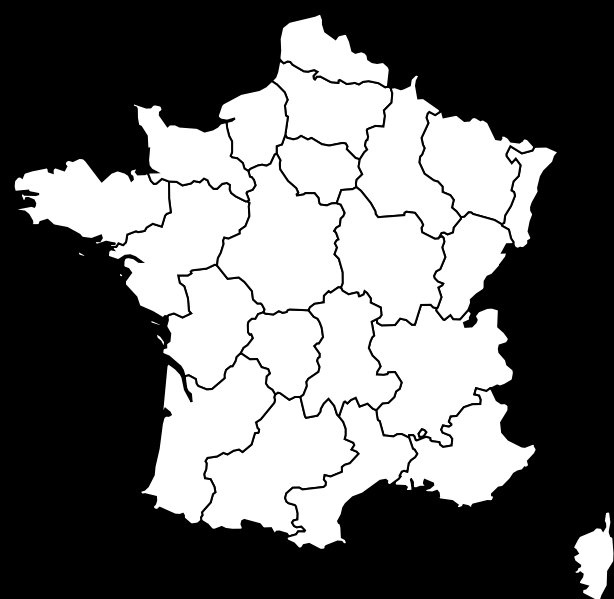
Sum of EstimatedSalary by Tenure and GeographyLocation

GeographyLoc… ● Spain

GeographyLocation

RetaintionRate

78.79%

0.00%   100.00%