**FINDINGS ON THE BANK CHURN DATASET:**

Members who exited were:

* Older
* Lower credit score
* Lower tenure
* Bought less products
* Lower percentage of active members
* Women tend to have a higher rate of exit% and are less active than men

**INSIGHTS OBTAINED:**

* Needs of women and older people are not met.
* Germany also has the higher percentage of exit suggesting better solutions provided by competitors

**SUGGESTIONS MADE:**

* Focus on Germany; determine the factors contributing to its higher exit rate
* Engage female customers
* Determine why older customers exit the bank and determine which services to provide to retain them
* Study Spain's customer engagement strategies