Decision Tree for Customer Churn Risk Identification

To visually represent how key customer characteristics contribute to the risk of leaving the bank, using a **rule-based decision tree** derived from descriptive statistics and pivot table analysis.

NumOfProducts

3 or more products ✓

High churn Risk (85% - 100%)

Less than 3 products ✗

Med-High Churn Risk (29%)

Not active ✓

Active ✗

Higher risk (Germany/Spain, Older age, Low Credit score)

Lower Risk (France, Young, Higher Credit score)

Low Risk Churn (12%)