



Card_Category

Platinum

CREDIT CARD CHURN ANALYSIS DASHBOARD

Attrition_Flag

Attrited Customer

Existing Customer

Total Customers

15

Total Relationship Count

2.13

Total Revolving Balance

24K

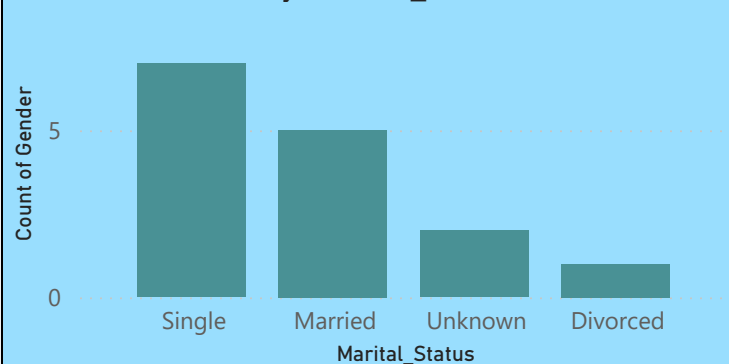
Total Transaction Amount

156K

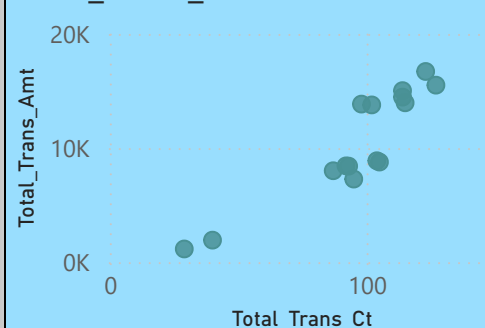
Total Transaction Count

1438

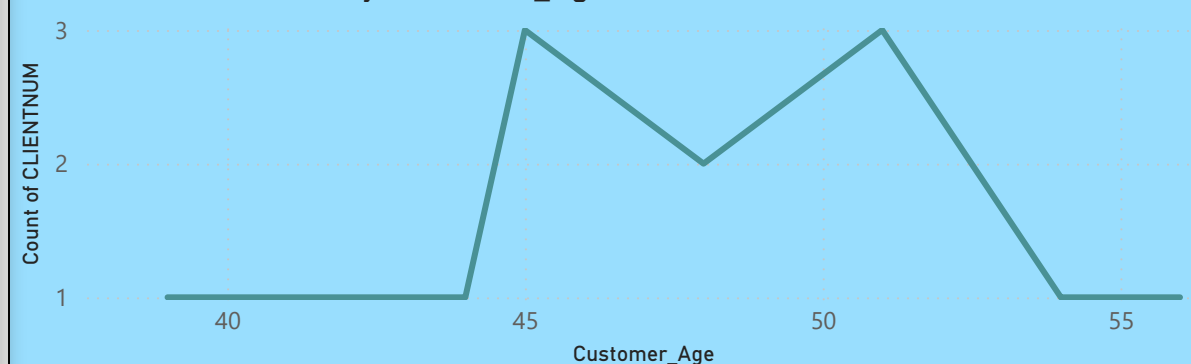
Count of Gender by Marital_Status



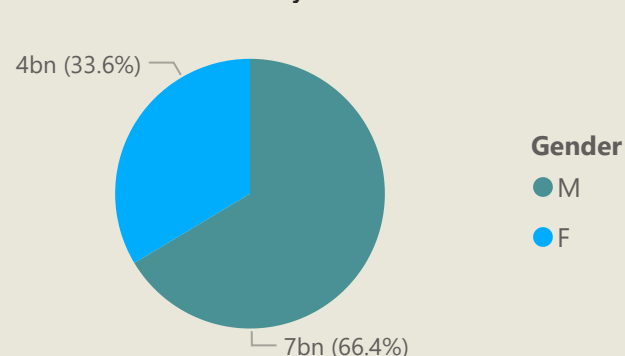
Total_Trans_Ct and Total_Trans_Amt



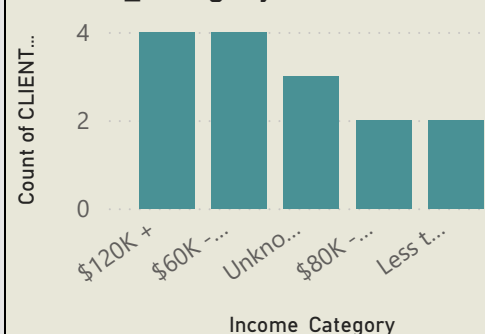
Count of CLIENTNUM by Customer_Age



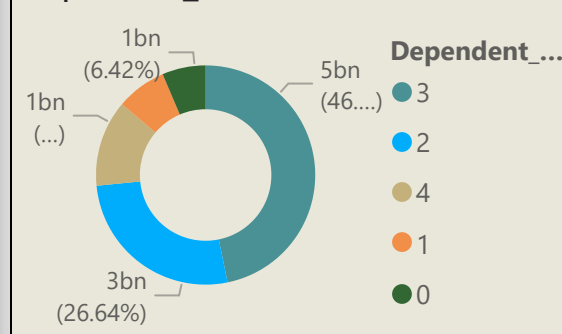
Sum of CLIENTNUM by Gender



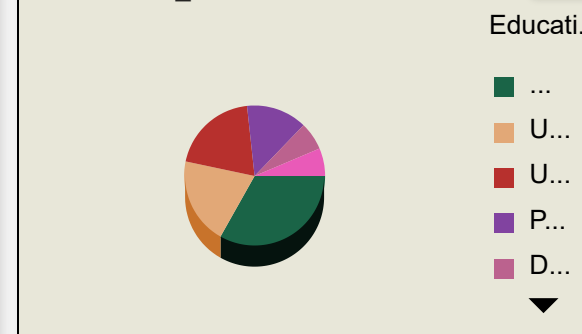
Count of CLIENTNUM by Income_Category



Sum of CLIENTNUM by Dependent_count

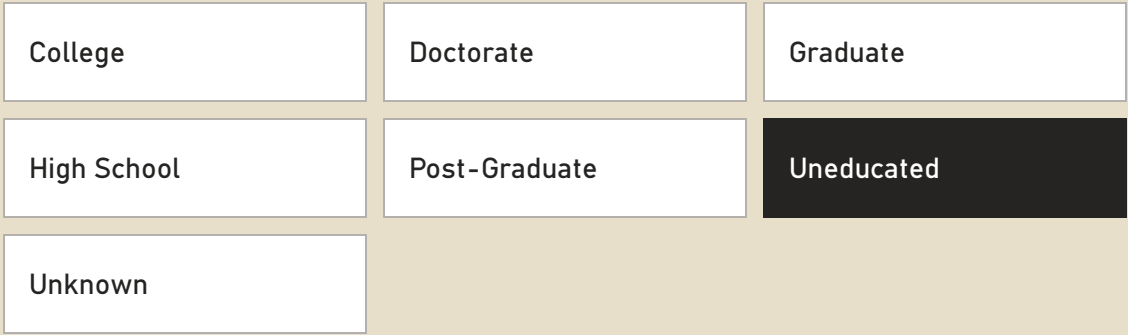


Sum of CLIENTNUM by Education_Level

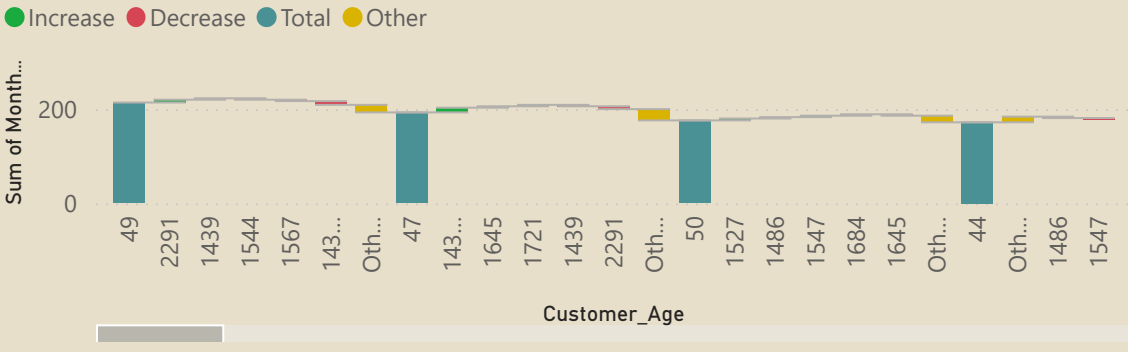




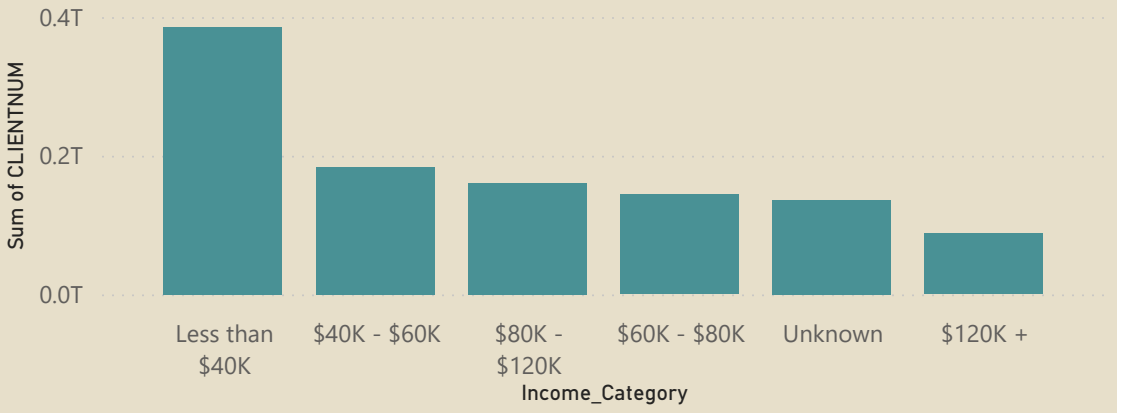
Education_Level



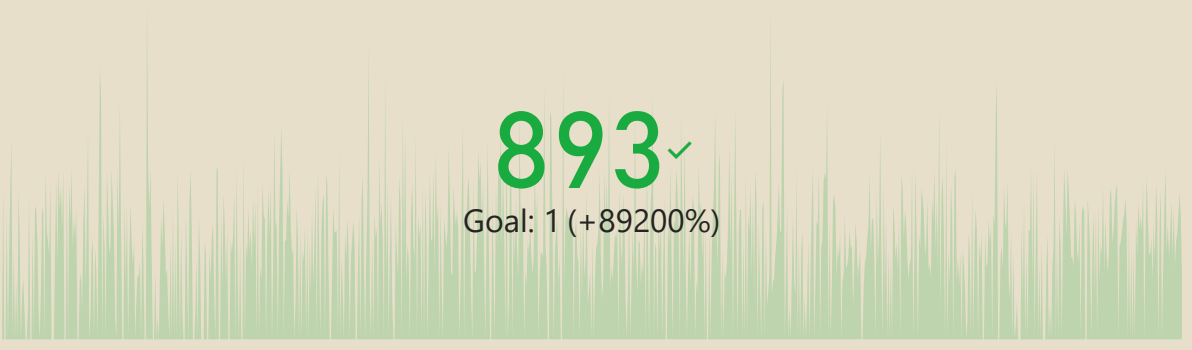
Sum of Months_Inactive_12_mon by Customer_Age and Credit_Limit



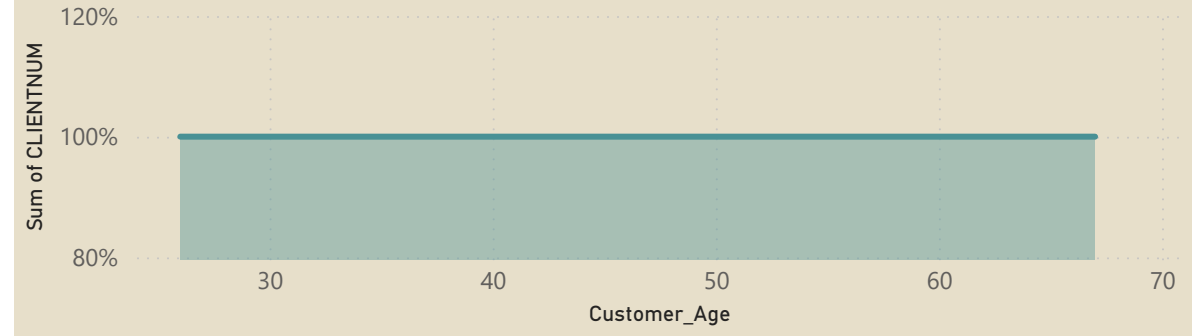
Sum of CLIENTNUM by Income_Category



Sum of Total_Revolving_Bal and Count of Marital_Status by Total_Trans_Amt



Sum of CLIENTNUM by Customer_Age



Key influencers Top segments

When is Income_Category more likely to be ?

We found 6 segments and ranked them by % Income_Category is Less than \$4...

