**DAX Query**

**Total Customers** = count(Bank\_Churn[CustomerId])

**Active Customers** = CALCULATE(count(Bank\_Churn[CustomerId]),

ActiveCustomer[ActiveCategory] = "Active Member")

**Inactive Customers** = CALCULATE(count(Bank\_Churn[CustomerId]),

ActiveCustomer[ActiveCategory] = "Inactive Member")

**Credit Card Holders =** CALCULATE(count(Bank\_Churn[CustomerId]),

CreditCard[Category] = "Credit Card Holder")

**Non Credit Card Holders** = CALCULATE(count(Bank\_Churn[CustomerId]),

CreditCard[Category] = "Non Credit Card Holder")

**Exit Customers** = CALCULATE([Total Customers],

ExitCustomer[ExitCategory] = "Exit")

**Retain Customers** = CALCULATE([Total Customers],

ExitCustomer[ExitCategory] = "Retain")

**Previous Month Exit Customers** = calculate([Exit Customers],

PREVIOUSMONTH(DateMaster[Date]))

**Churn % =**

var EC = [Exit Customers]

var TC = [Total Customers]

var churnper = DIVIDE(EC,TC)

RETURN churnper

**Credit Type** = SWITCH(true(),

Bank\_Churn[CreditScore] >= 800 && Bank\_Churn[CreditScore]<= 850, "Excellent",

Bank\_Churn[CreditScore] >= 740 && Bank\_Churn[CreditScore]<= 799, "Very Good",

Bank\_Churn[CreditScore] >= 670 && Bank\_Churn[CreditScore]<= 739, "Good",

Bank\_Churn[CreditScore] >= 580 && Bank\_Churn[CreditScore]<= 699, "Fair",

Bank\_Churn[CreditScore] >= 300 && Bank\_Churn[CreditScore]<= 579, "Poor")