

Customer Analysis

6M

Sum of Point Earned

10.00K

Count of CustomerId

7M

Sum of CreditScore

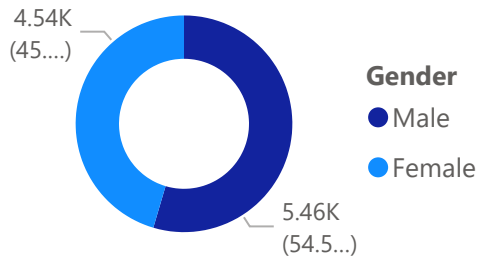
764.86M

Sum of Balance

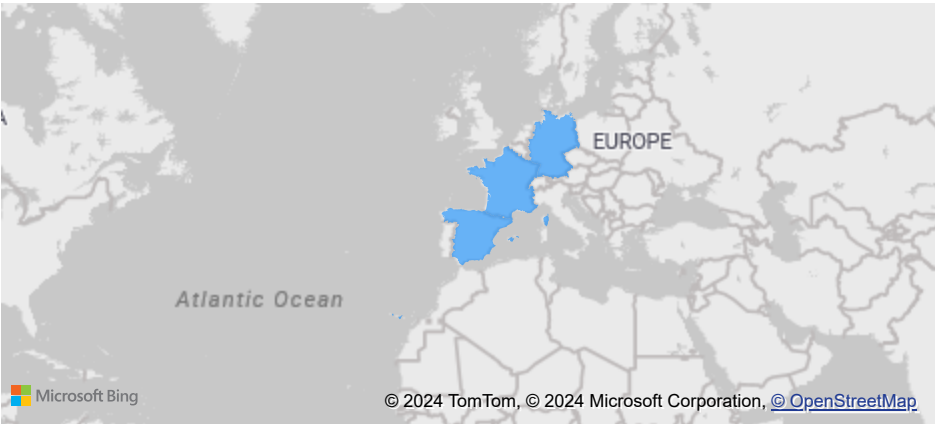
15K

Sum of NumOfProducts

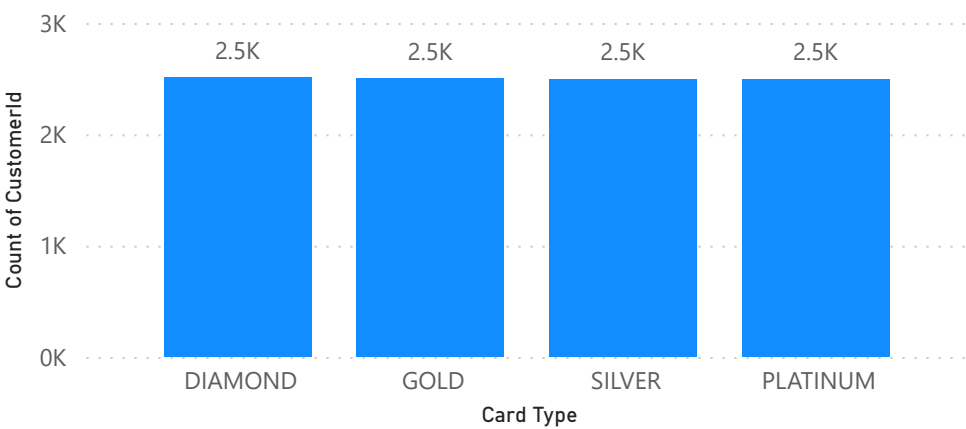
Count of CustomerId by Gender



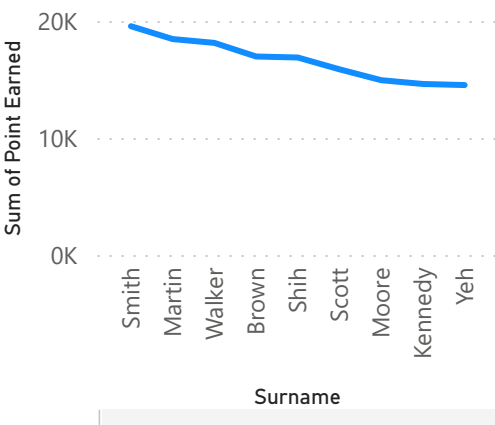
Count of CustomerId by Geography



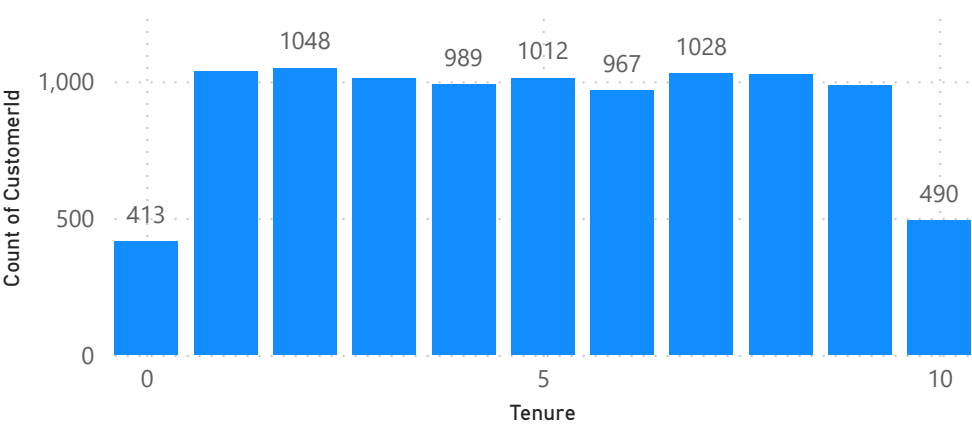
Count of CustomerId by Card Type



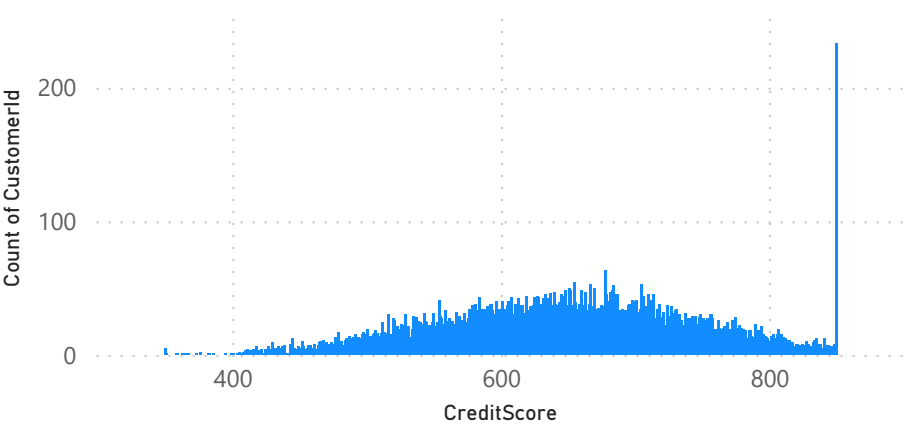
Sum of Point Earned by Surname



Count of CustomerId by Tenure



Count of CustomerId by CreditScore



Churn Analysis

2038

Sum of Exited

20.38%

churn rate

2044

Sum of Complain

7055

Sum of HasCrCard

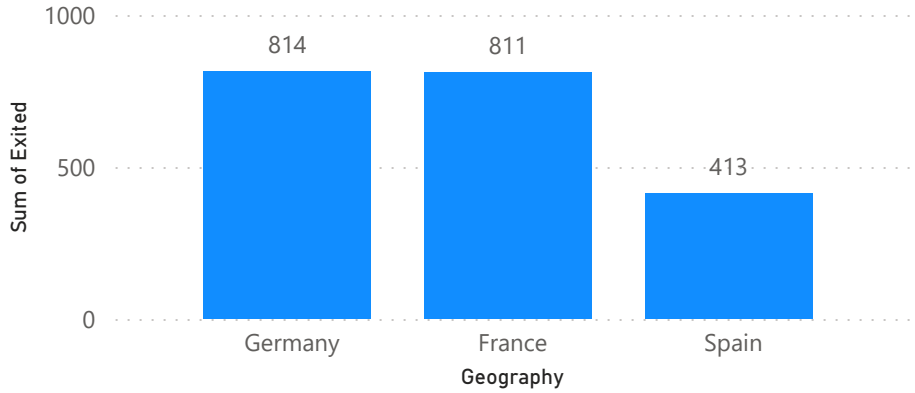
18

92

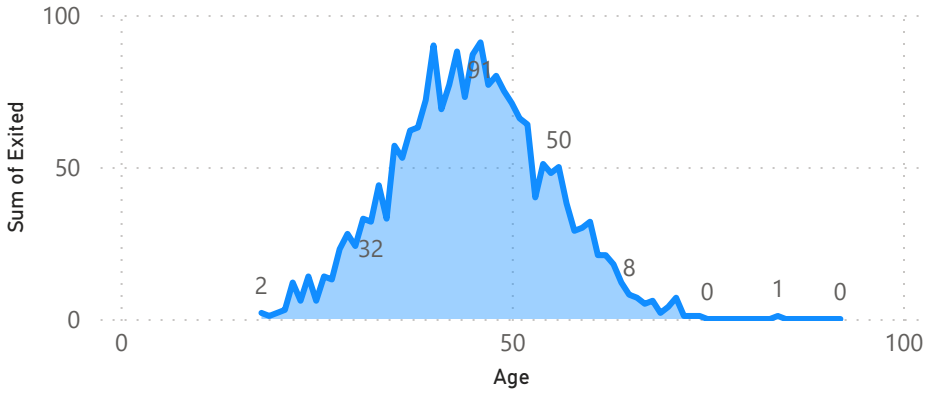
11.58

199,992.48

Sum of Exited by Geography



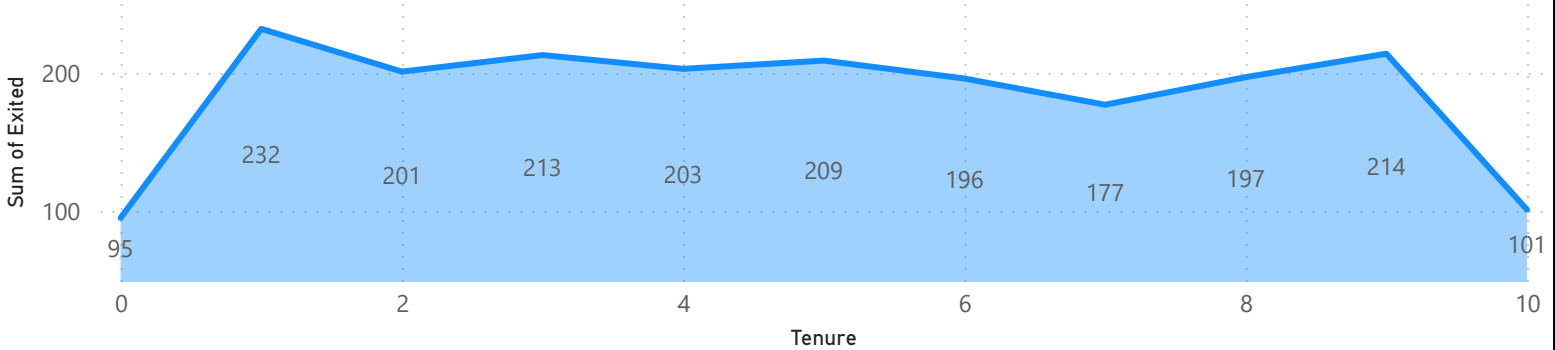
Sum of Exited by Age



Sum of Complain and Sum of Satisfaction Score by Exited



Sum of Exited by Tenure



Geography

France

Germany

Spain

Insights

- **The sum of exited customers is the highest in the middle age people**
- **Most people have a credit score around 600**
- **The number of people exited and number of complains is more of the same**
- **There is no specific connection between exited customers and tenure because the graph is uneven**
- **Spain has the least amount of exits while Germany has the most**