

CREDIT CARD ATTRITION

CTRL+click here to go back to the previous page in this report

All

All

Category

Gender

F

M

Education Level

All

Total customers

10.13K

Attrited Customers

1627

Attrition Percentage

16.1%

Average Age

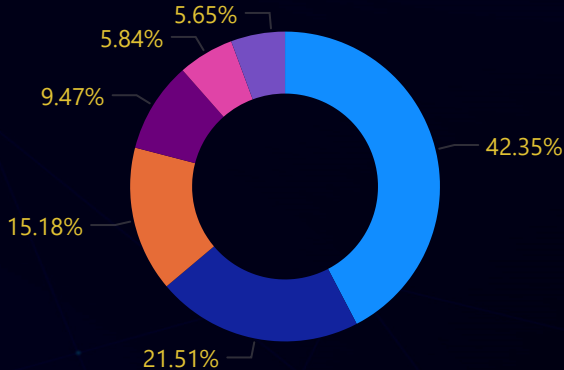
46

Average Credit Card Limit

8.63K

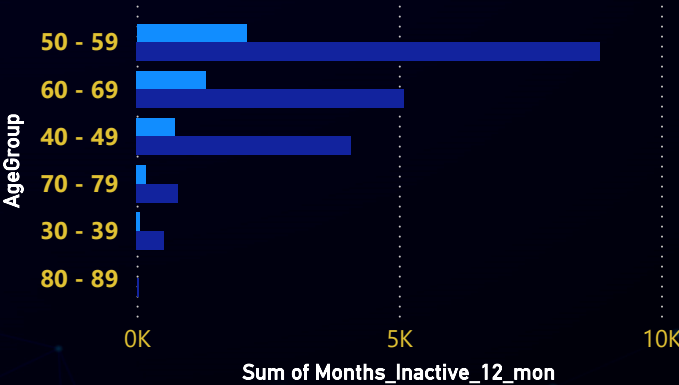
Attrition by Education_Level

Educati... Graduate High School



Attrition by Age Group and Months of Inactivity

Attrition_Flag Attrited Customer Existing Customer



Key influencers Top segments

What influences Attrition_Flag to be

Attrited Customer

When...

...the likelihood of Attrition_Flag being Attrited Customer increases by

Education_Level is Doctorate

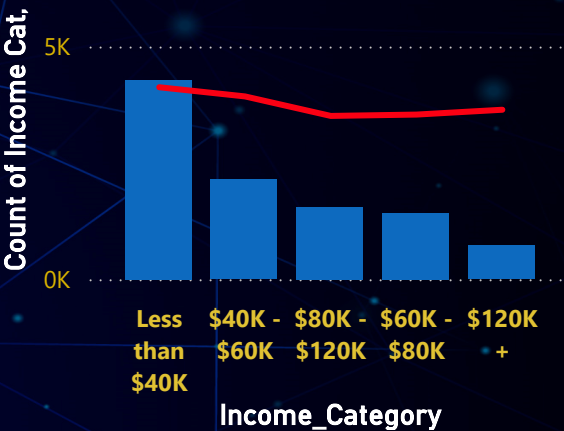
1.27x

Gender is F

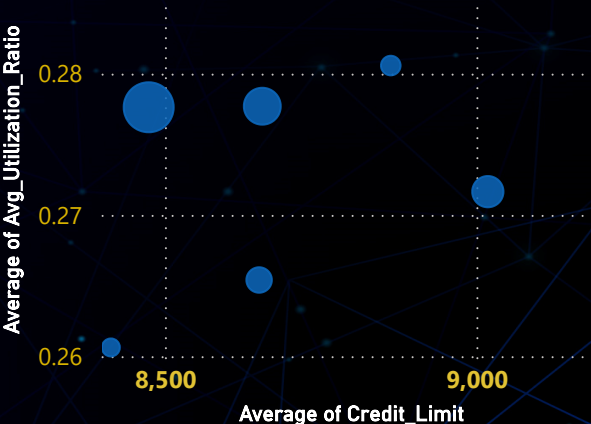
1.20x

Income and spending habits

Count of Income_Cate... Median of Total...



Average of Credit_Limit, Average of Avg_Utilization_Ratio and Sum of Total_Trans_Amt by Education_Level



Attrition by Total Transaction Count

