

Customer Churn Analysis

Home

Overview

Churner Profile

**Product-wise
Churn**

Details Table

Total Customers

10.00K

Customers Retained

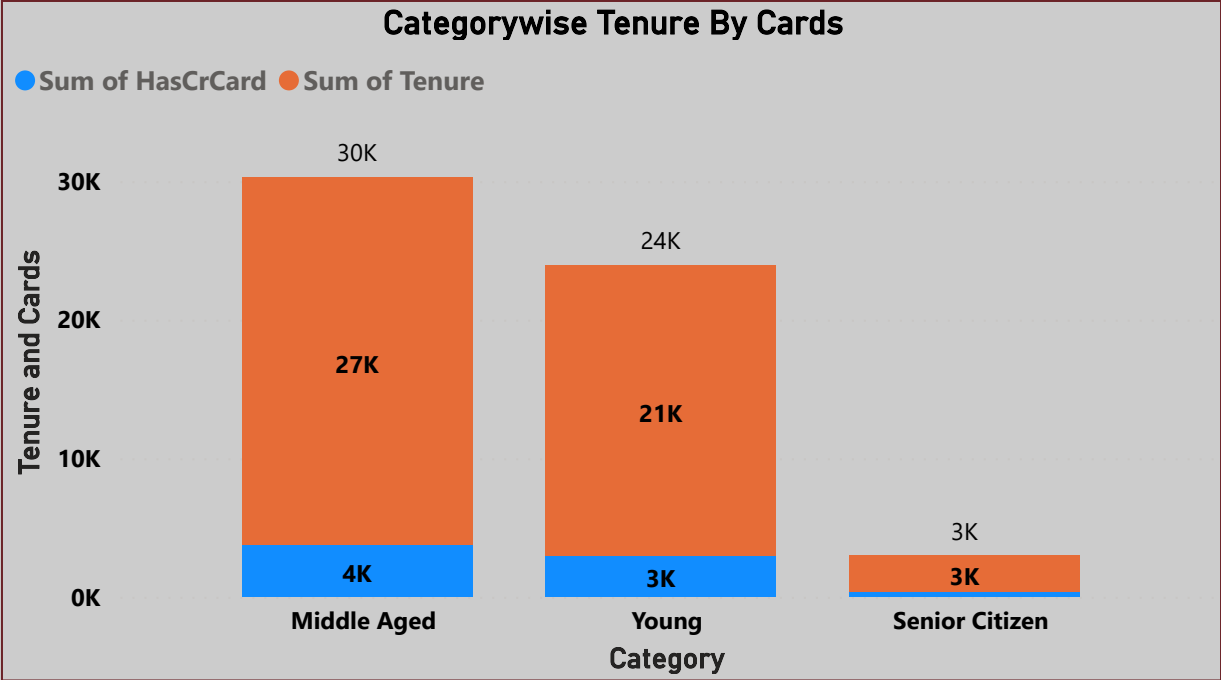
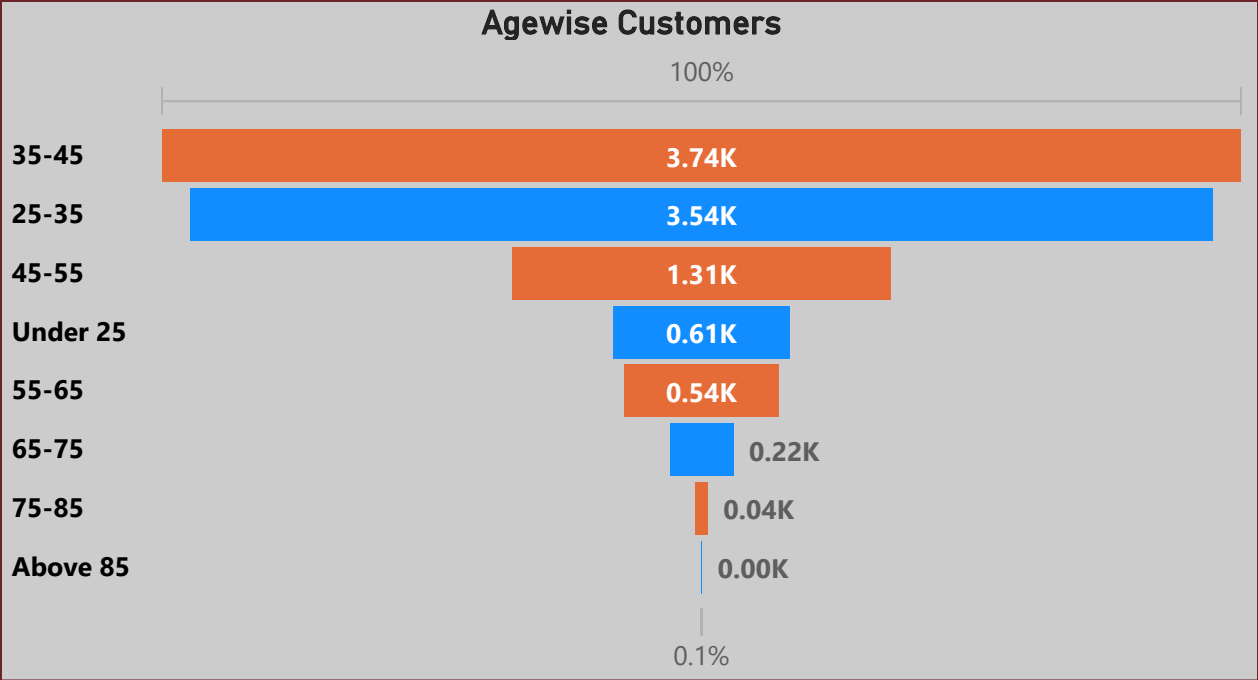
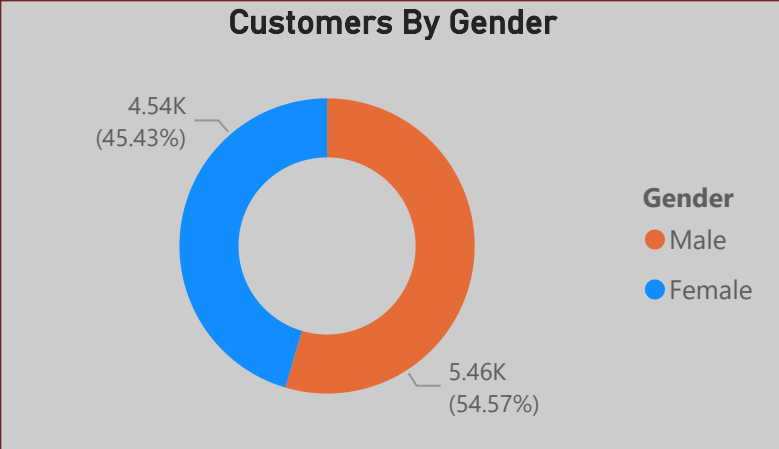
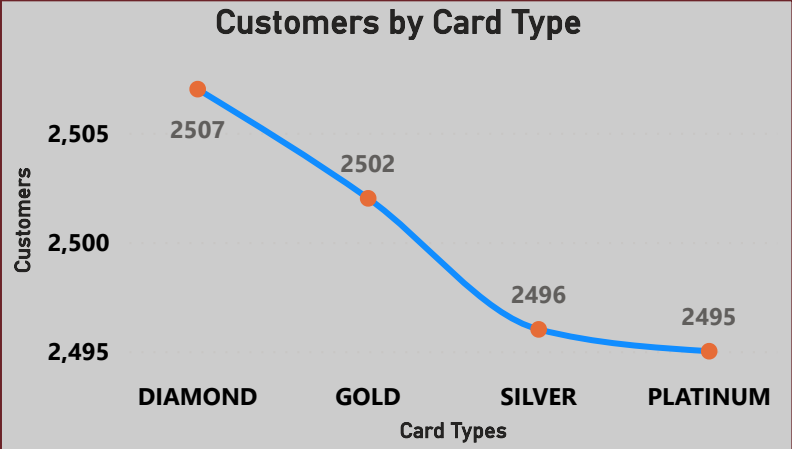
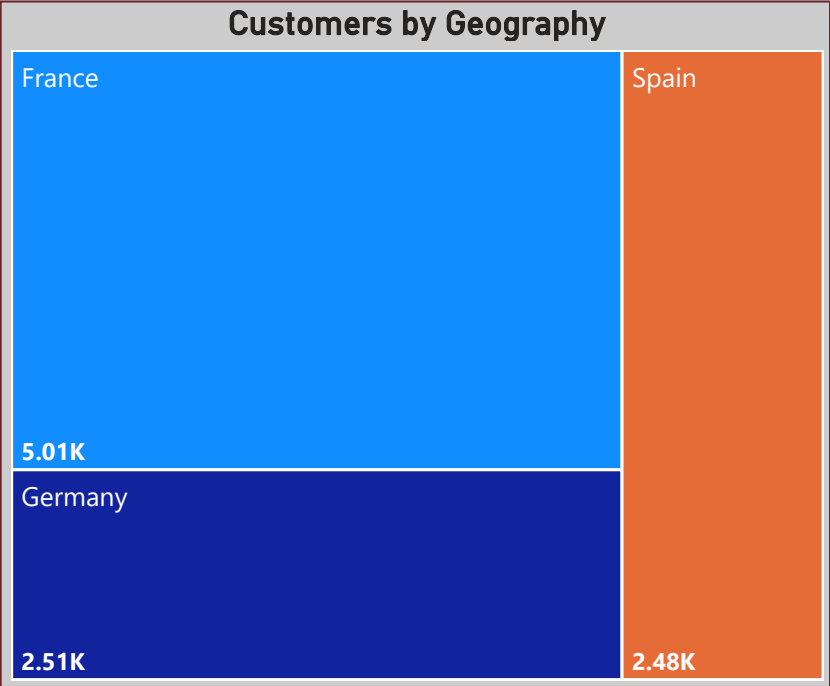
7962

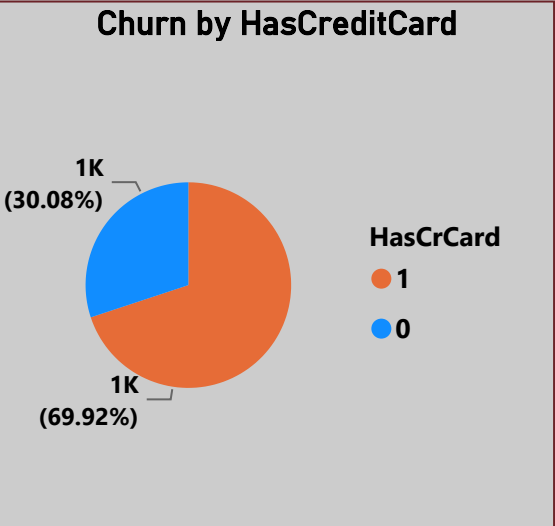
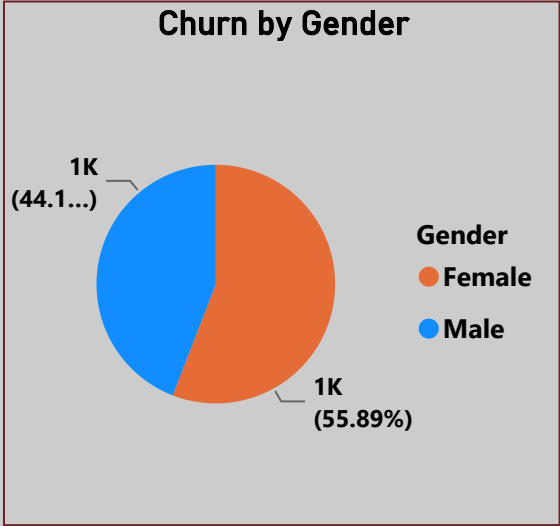
Female Count

4543

Male Count

5457





Churn Rate

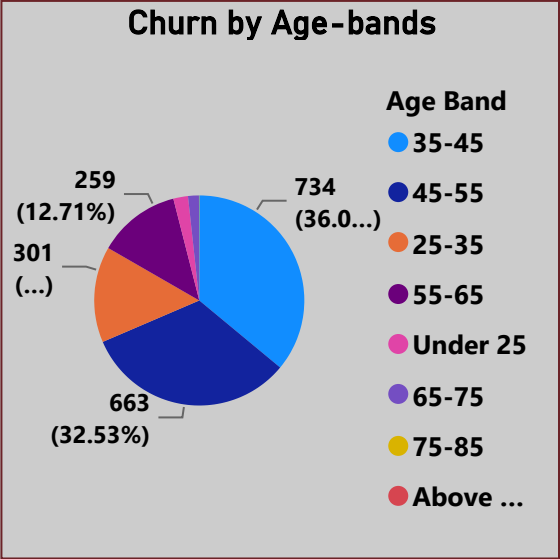
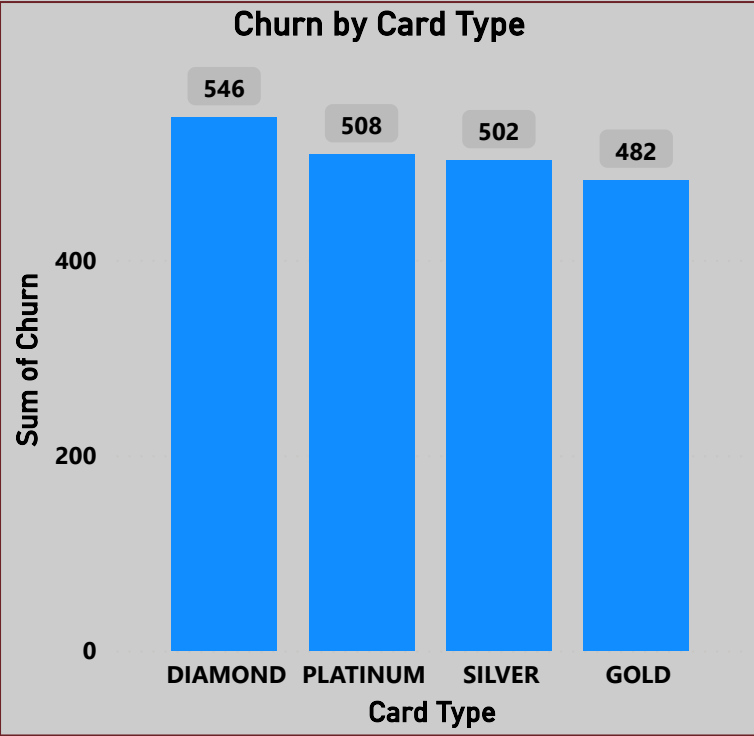
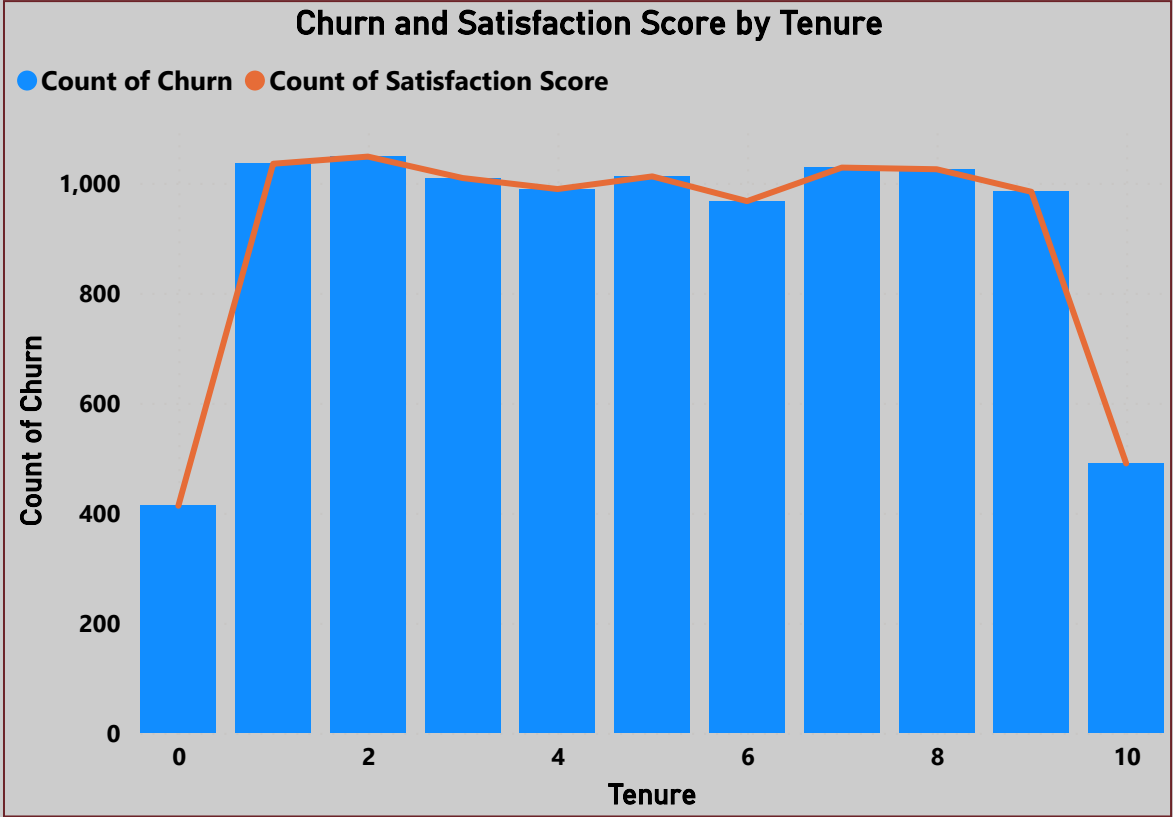
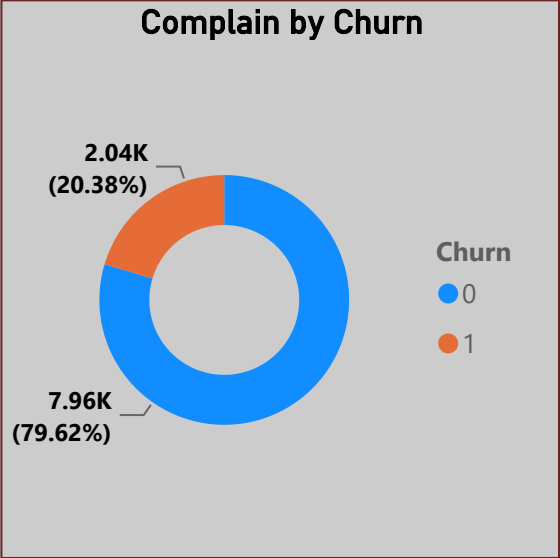
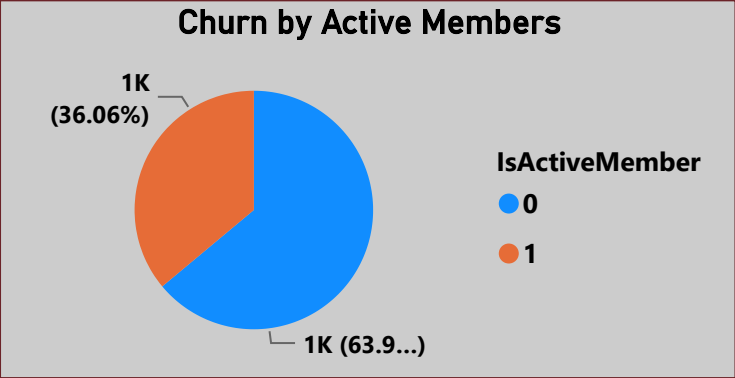
20.38

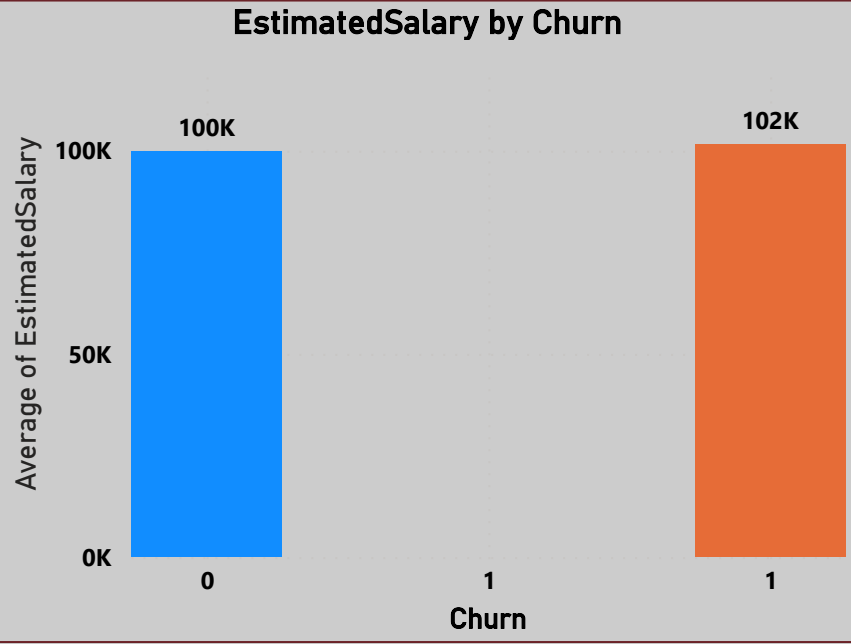
Total Complaints

2044

Customers Churned

2038





NumOfProducts

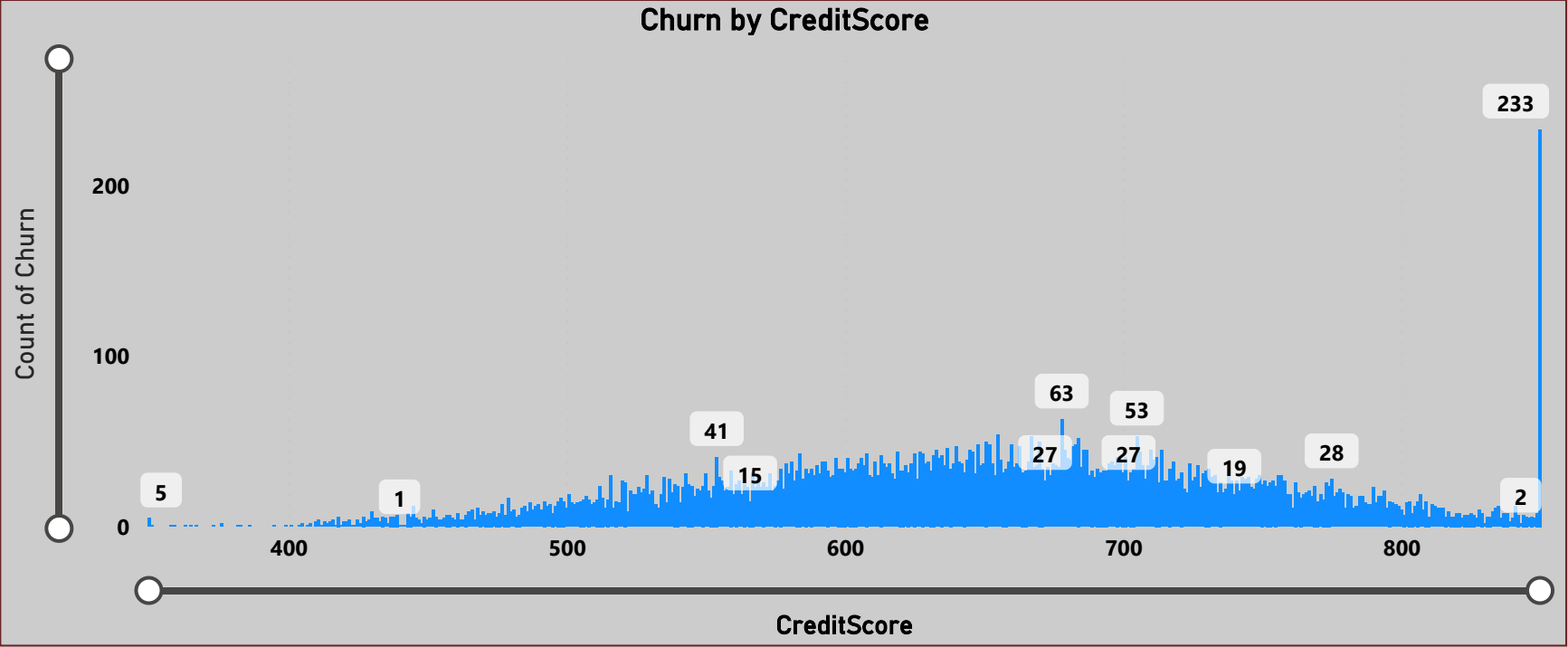
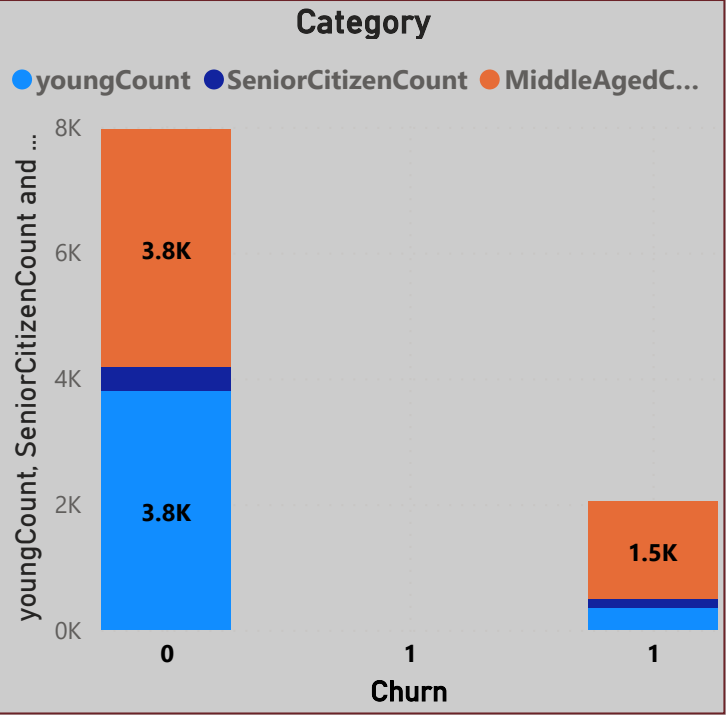
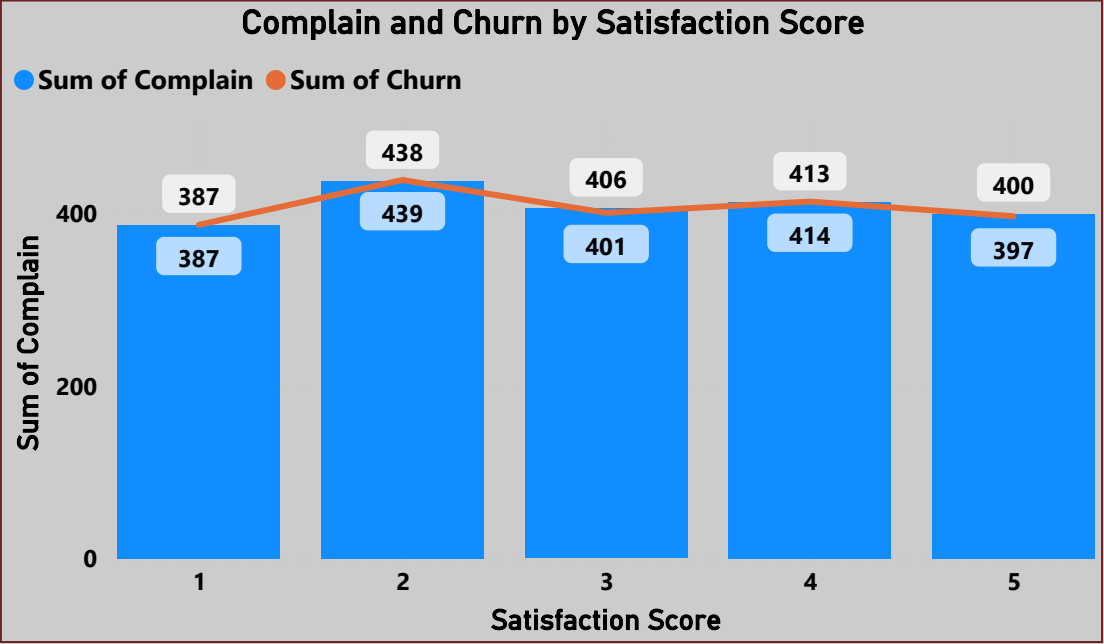
Select all

1

2

3

4



Details Table

Customers Retained

CustomerId	Gender	Credit Card	Churn	Tenure
15565701	Female	No	0	9
15565714	Male	No	0	1
15565779	Female	Yes	0	6
15565796	Male	Yes	0	10
15565806	Male	No	0	9
15565878	Male	Yes	0	3
15565879	Female	Yes	0	9
15565891	Male	Yes	0	8
15565996	Male	Yes	0	8
15566091	Female	Yes	0	4
15566111	Male	Yes	0	9
15566139	Female	Yes	0	5
15566156	Female	No	0	0
15566269	Male	Yes	0	5
15566292	Male	No	0	1
15566295	Female	Yes	0	6
15566300	Female	Yes	0	10

Customers Churned

CustomerId	Gender	Credit Card	Churn	Tenure
15565706	Male	Yes	1	1
15566030	Male	No	1	5
15566211	Female	Yes	1	1
15566251	Female	Yes	1	5
15566253	Male	No	1	9
15566312	Female	Yes	1	5
15566378	Male	No	1	5
15566495	Female	Yes	1	2
15566531	Male	No	1	4
15566563	Female	Yes	1	4
15566708	Female	Yes	1	4
15566988	Female	Yes	1	7
15567063	Female	No	1	6
15567506	Female	Yes	1	6
15567630	Male	Yes	1	6
15567778	Female	Yes	1	1
15567800	Female	Yes	1	7

#Summary :

.**Gender** : Males make up 54.57% of customers, Female 45.43% and by gender female churn rate 55.89% , male churn rate is 44.11% .

.**Country** : France has 50.1% of customers ,Germany 25.1%,and Spain 24.8% .

.**Age Groups** : Customers aged 35-45 are 37.4% and has 36.02% churn ,25-35 are 35.4% has 14.77% churn, and 45-55 are 13.1% has 32.53% churn and rest of remaining .

.**Card Holders** : Middle-aged customers have the higher tenure (27%) , with 40% holding cards and Churn rate among cardholders is 69.92% .

.**Satisfaction and Complaints** : 20.38% churn due to complaints ; Churn is higher when satisfaction is low (score 2).

.**By products** : Churn is highest for customers with 4 products.

#Recommendations :

. **Focus on Middle-aged** : 36% of churn is in the 35-45 age group .

.**Improve satisfaction** : Prioritize customers with low satisfaction (score 2) .

. **Target Female Customers** : Their churn rate is 56% .

. **Reduce Cardholder Churn** : 70% of cardholders churn ,especially Diamond cardholders .

. **Optimize Product Offers** : Customers with 4 products churn the most .