

# Customer Churn Analysis

Dashboard  
summary

Deep Dive

Customers  
Details

10K

Total Customer

5151

Active Customer

4849

Inactive Customer

2037

Exit Customer

7963

Retain Customer

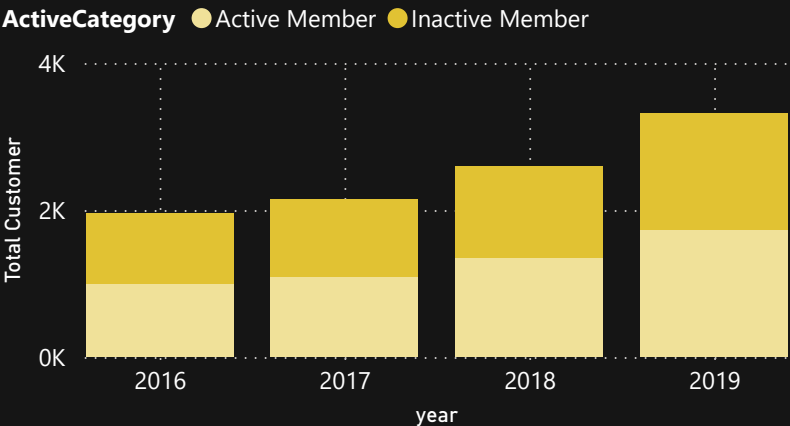
7055

Credit Card Holders

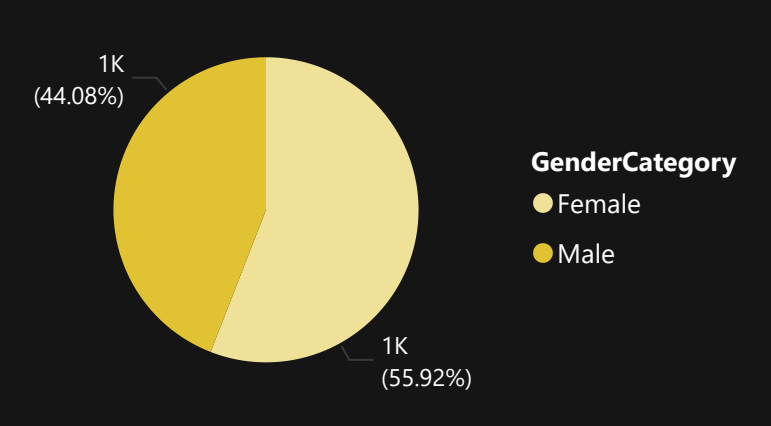
2945

Non Credit Card Holders

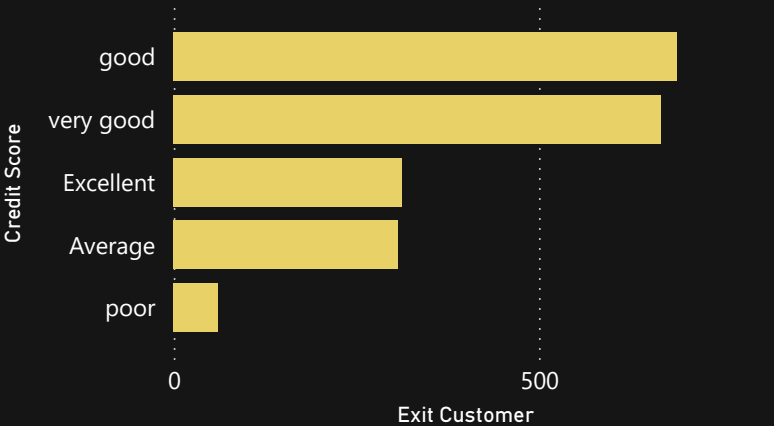
Total Customer by year and ActiveCategory



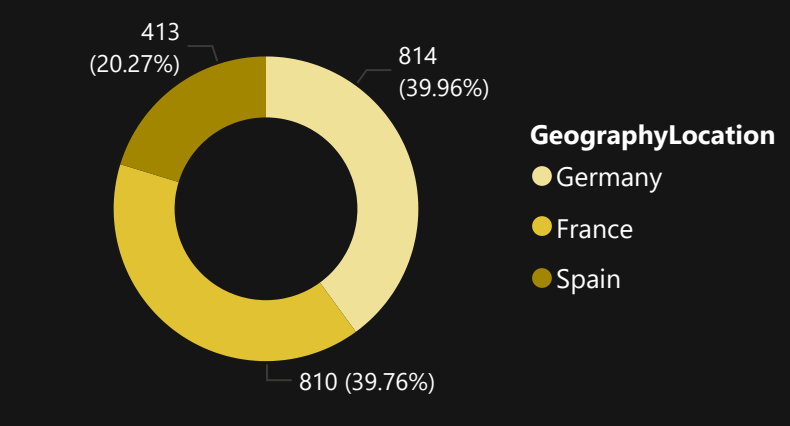
Exit Customer by GenderCategory



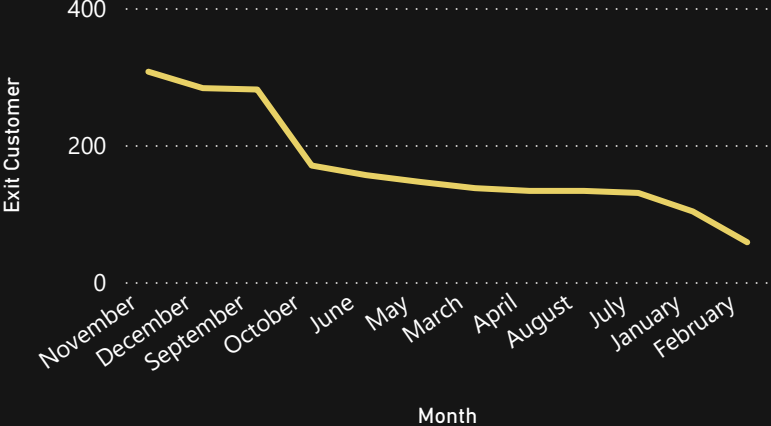
Exit Customer by Credit Score



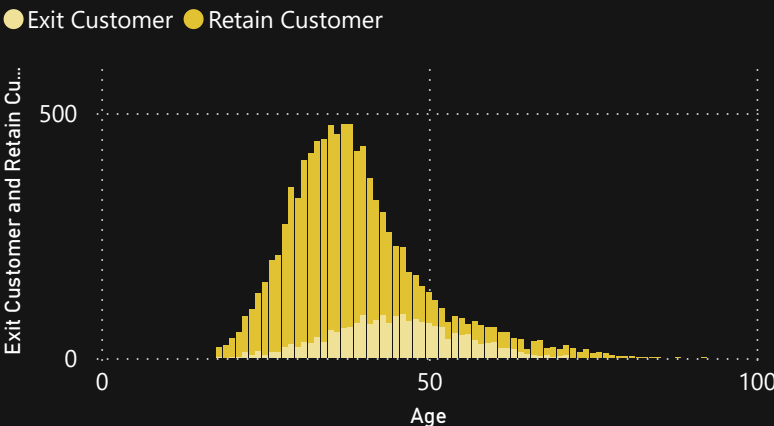
Exit Customer by GeographyLocation



Exit Customer by Month



Exit Customer and Retain Customer by Age



# Customer Churn Analysis

Bank DOJ

All

Surname

All

10K

Total Customer

5151

Active Customer

4849

Inactive Customer

2037

Exit Customer

7963

Retain Customer

7055

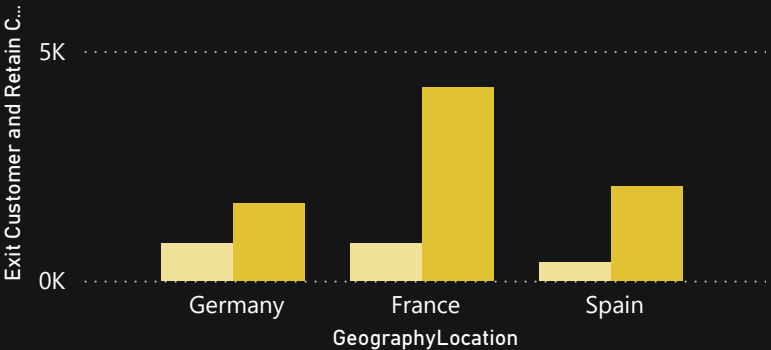
Credit Card Holders

2945

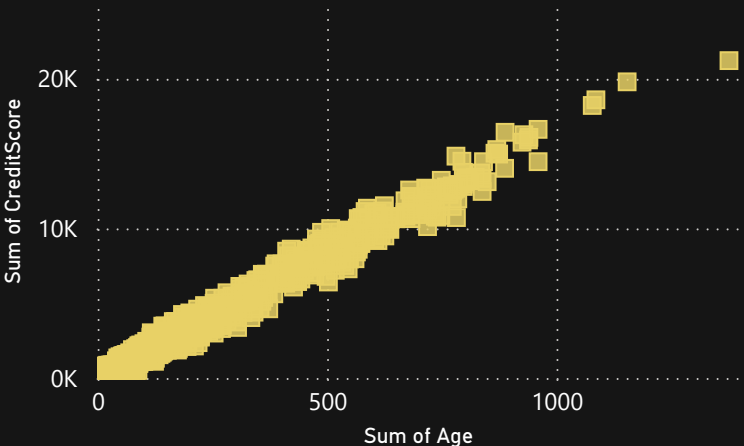
Non Credit Card Holders

Exit Customer and Retain Customer by GeographyLocation

● Exit Customer ● Retain Customer

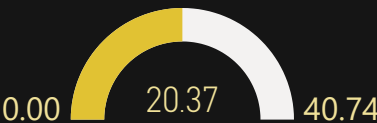


Sum of Age and Sum of CreditScore by Surname



year	April	August	December	February	January	July	June	March	May	November	October	September	Total
2016	16.30%	20.81%	19.22%	12.00%	20.73%	16.56%	23.48%	17.02%	23.02%	19.81%	17.75%	20.16%	19.27%
2017	26.71%	16.78%	22.16%	14.06%	27.59%	19.46%	21.15%	25.95%	18.44%	23.78%	26.35%	21.45%	22.35%
2018	20.00%	25.00%	19.43%	20.65%	21.62%	20.10%	19.23%	19.75%	22.83%	20.38%	16.50%	19.89%	20.21%
2019	18.78%	17.26%	19.57%	20.34%	17.34%	16.22%	19.34%	21.33%	20.16%	21.60%	21.36%	21.24%	19.86%
Total	20.37%	19.73%	20.09%	17.90%	21.37%	18.03%	20.39%	20.95%	21.04%	21.36%	20.46%	20.72%	20.37%

Churn Rate Gauge



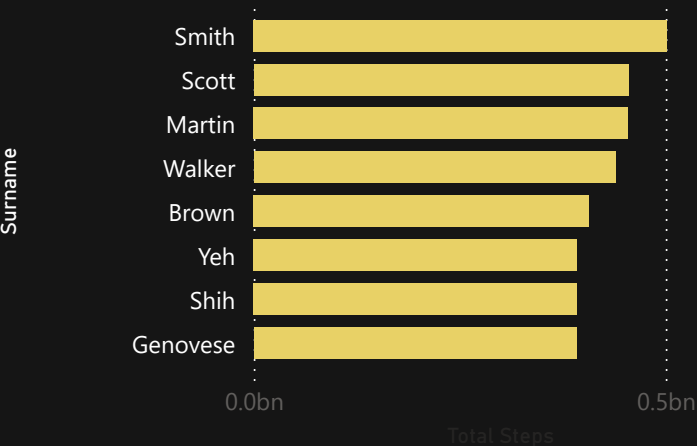
Avg and Exit Customer by GenderID



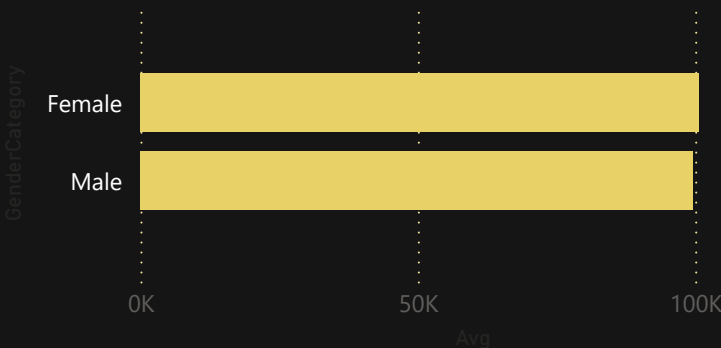
Total Customer and Churn Rate Gauge by ActiveID



Total Steps by Surname



Avg by GenderCategory



Surname	Sum of CreditScore	Sum of Age	Sum of EstimatedSalary	GenderCategory	Sum of Balance
Abazu	710	28	48,426.98	Female	0.00
Abazu	584	32	1,69,137.24	Male	85,534.83
Abbie	818	31	1,78,252.63	Female	1,86,796.37
Abbott	1218	57	1,49,114.88	Female	1,24,672.46
Abbott	1539	76	1,67,550.96	Male	93,871.95
Abdullah	802	60	39,473.63	Female	92,887.06
Abdulov	1229	67	2,95,516.72	Female	2,38,695.57
Abel	544	40	61,581.20	Male	0.00
Abernathy	1201	66	1,29,936.34	Female	1,08,883.29
Abramov	755	41	1,26,013.58	Male	1,04,817.41
Abramova	706	53	88,479.02	Female	0.00
Abramova	661	41	1,20,646.40	Male	1,22,552.48
Abramovich	1234	65	2,96,129.82	Female	1,35,483.17
Abramovich	1949	149	1,82,678.47	Male	3,43,570.84
Abramowitz	566	21	3,626.47	Female	0.00
Abramowitz	690	54	12,847.61	Male	0.00
Abrego	702	23	1,14,603.96	Female	98,775.23
Abron	708	41	1,28,400.62	Male	0.00
Achebe	651	41	1,51,303.48	Female	1,33,432.59
Achebe	1333	96	2,27,543.14	Male	1,81,804.34
Adams	1346	100	1,84,645.18	Female	1,54,080.79
Adams	5180	310	9,93,632.07	Male	6,14,957.19
Adamson	1063	81	2,14,936.84	Female	0.00
Afamefula	1187	50	98,963.25	Male	2,15,360.28
Afamefuna	524	64	1,36,079.64	Female	0.00
Afamefuna	629	36	1,46,371.72	Male	1,61,757.87
Afanasyev	850	47	1,22,141.13	Female	99,219.47
Afanasyeva	726	34	1,02,036.82	Female	1,85,734.75
Afanasyeva	518	50	1,07,112.25	Male	0.00
Agafonova	1107	71	1,53,804.40	Male	1,45,155.37
Aguirre	627	27	1,25,451.01	Female	0.00
Al-Mansoori	585	33	63,239.65	Female	1,53,895.05
Total	6505288	389218	1,00,09,02,398.81		76,48,58,892.88