CHRUN ANALYSIS

BANK CUSTOMER DATA

10K Customers

20.4%

15.0%

0.0% — 100.0%
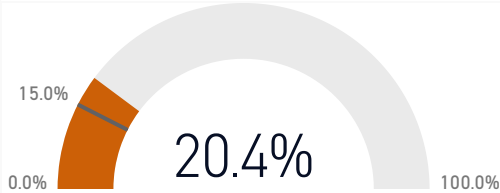
CHURN

All

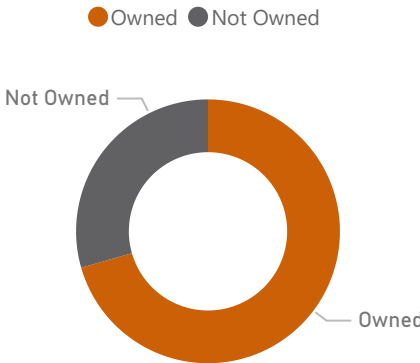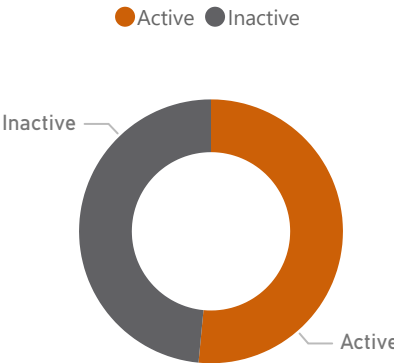## Customers by GENDER
● Male ● Female

Female

Male
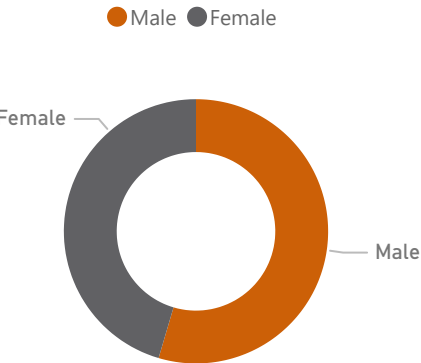
Customers by CREDIT CARD STATUS
● Owned ● Not Owned

Not Owned

Owned

Customers by ACTIVTY STATUS
● Active ● Inactive

Inactive

Active

Customers by COUNTRY
● France ● Germany ● Spain

Spain

Germany

France

Customers by PRODUCTS
● prod 1 ● prod 2 ● prod 3 ● prod 4

prod 3

prod 2

prod 1
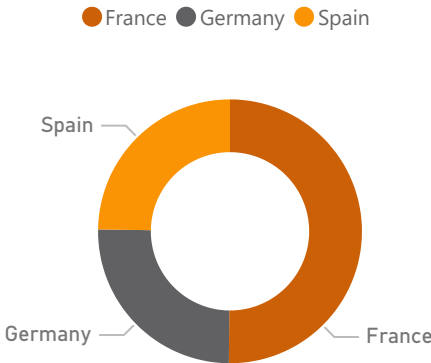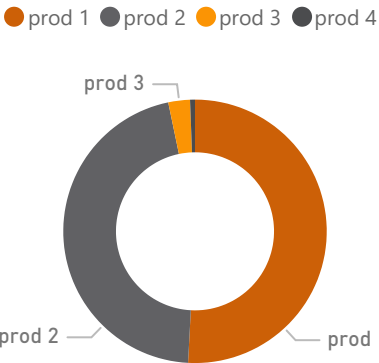
Customers and Chrun Rate by AGE GROUPS
● Customers ● Chrun Rate

	<20	21-30	31-40	41-50	51-60	61-70	>71

4K

2K

0K

60%

40%

20%

0%
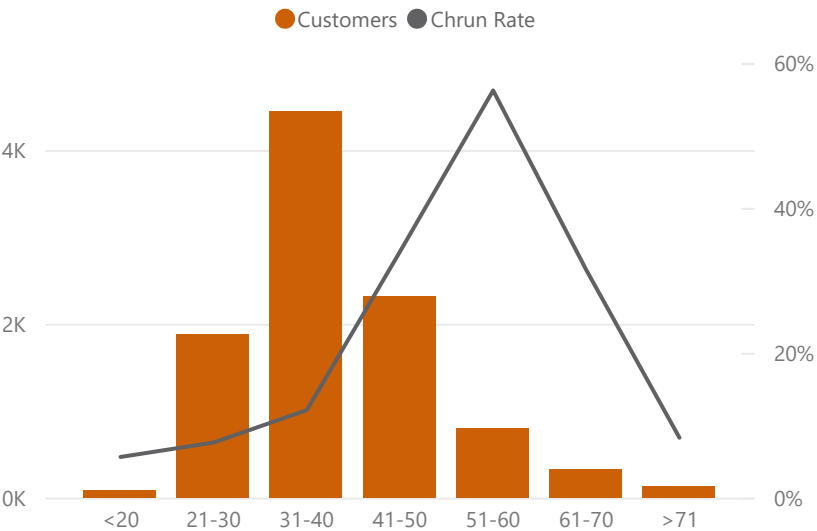
Customers and Chrun Rate by Credit Scores
● Customers ● Chrun Rate

4K

3K

2K

1K

0K

<=400 | 401-500 | 501-600 | 601-700 | 701-800 | >=801

100%

50%

0%
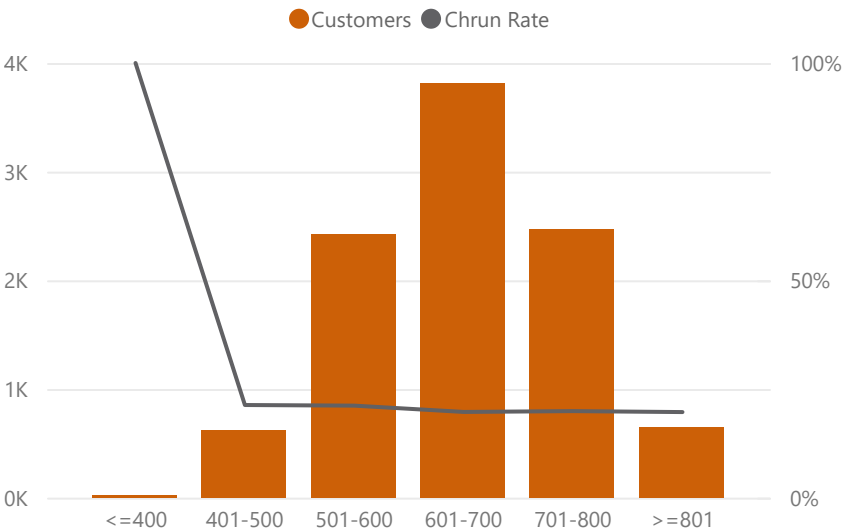
Customers and Chrun Rate by Acct Balance
● Customers ● Chrun Rate

5K

0K

0 | 1k-10k | 10k-100k | 100k-200k | >200k

100%

50%

0%