

# Churn Analysis For Banking Customers

## Churn Status

Churned

2037  
Customers

2037  
Lostcustomers

12.0%

100.0%

100.0%

## Customers By Gender

Female Male



## Customers By Activity Status

In-Active Active



## Customers By Credit Card Status

Has Credit Card Don't Have Credit C...



## Customers By Country

Germany France Spain



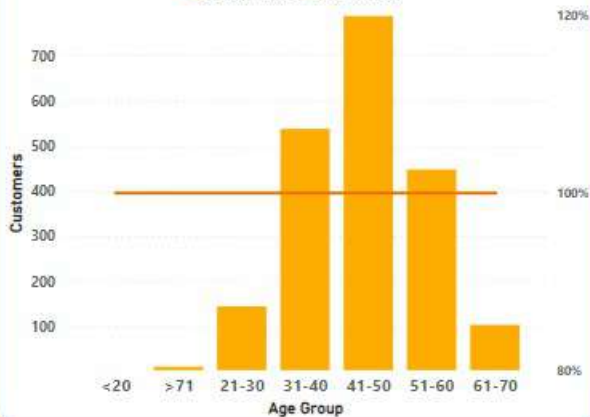
## Customers By Products

Prod 1 Prod 2 Prod 3 Prod 4



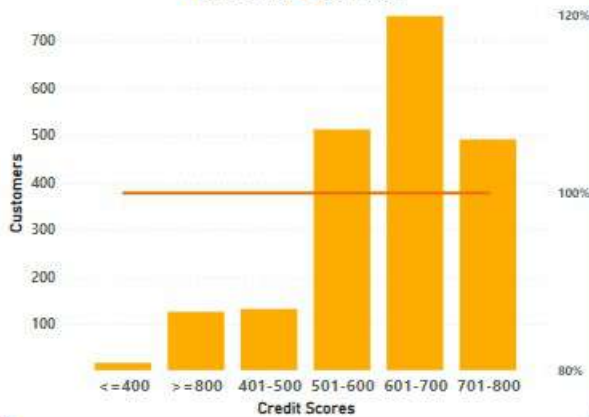
## Customers & Churn Rate By Age Group

Customers ChurnRate



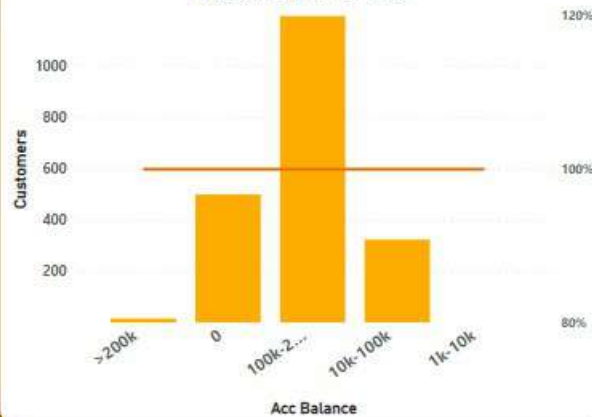
## Customers & Churn Rate By Credit Score

Customers ChurnRate



## Customers & Churn Rate By Account Balance

Customers ChurnRate





Customer ID

All



**764.86M**  
**Balance**

**7M**  
**Credit Score**

**<20**  
**First Age Group**

**Prod 1**  
**First Product Name**

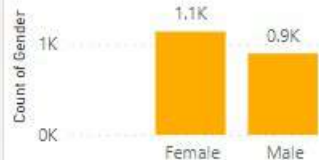
**Active**  
**First Activity Status**

**Female**  
**First Gender**

Count of Gender by Gender



Count of Gender by Gender

**Key Indicators;**

Total customers=10,000

Male=5457,%=54.57

Female=4543,%=45.73

has credit card=70.55%

Total Churned customers=2037

Male churned=56%

Female churned=44%

has credit card=70%

Count of Credit Card Status by Credit Card Status



Count of Activity Status by Activity Status and Gender

Gender ● Female ● Male



Active bank accounts by gender;

active bank accounts;

male-2867 ,55%

female-2284

churned customers;

male-321,43%

female=414

Male active bank account holders have reduced after customers have churned out.

Count of Credit Card Status by Credit Card Status



Count of Activity Status by Activity Status and Gender

Gender ● Female ● Male

