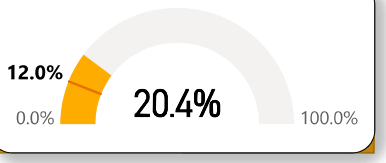
Churn Analysis For Banking Customers

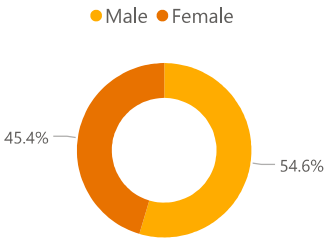
Churn Status
All

10K
Customers

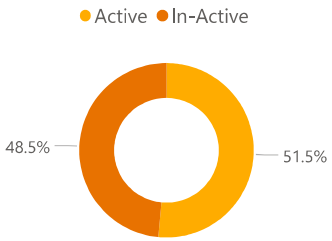
2037
Lostcustomers



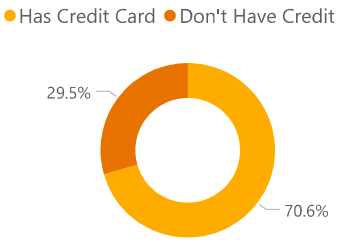
Customers By Gender



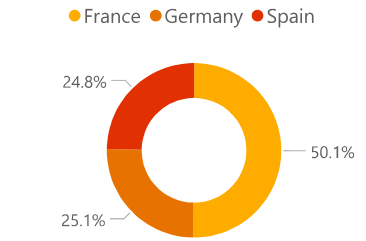
Customers By Activity Status



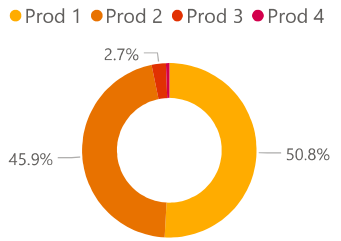
Customers By Credit Card Status



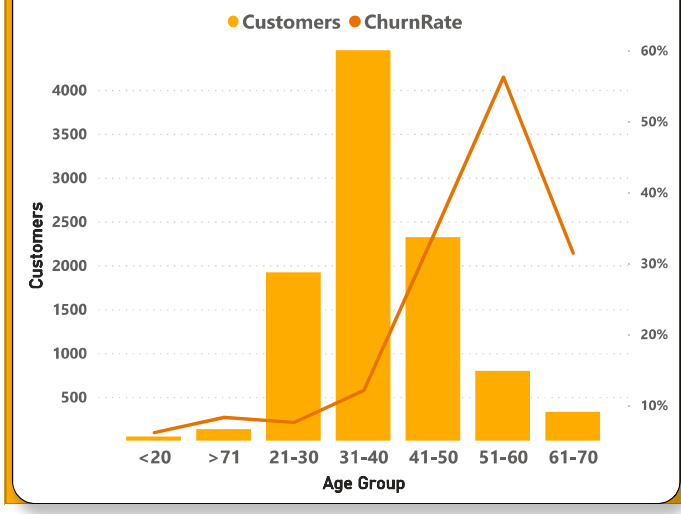
Customers By Country



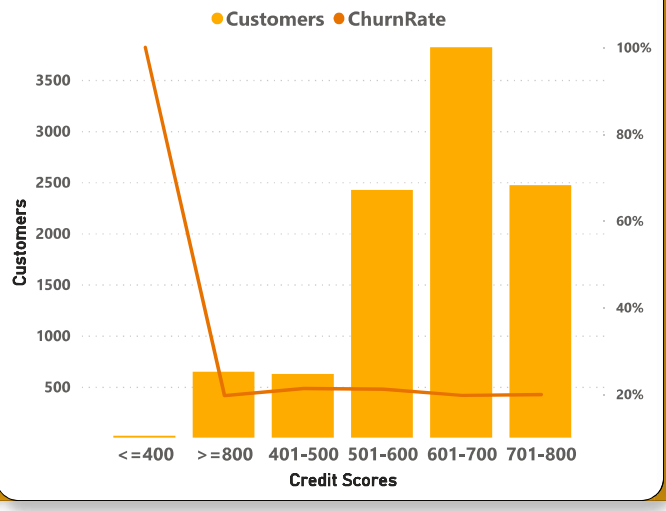
Customers By Products



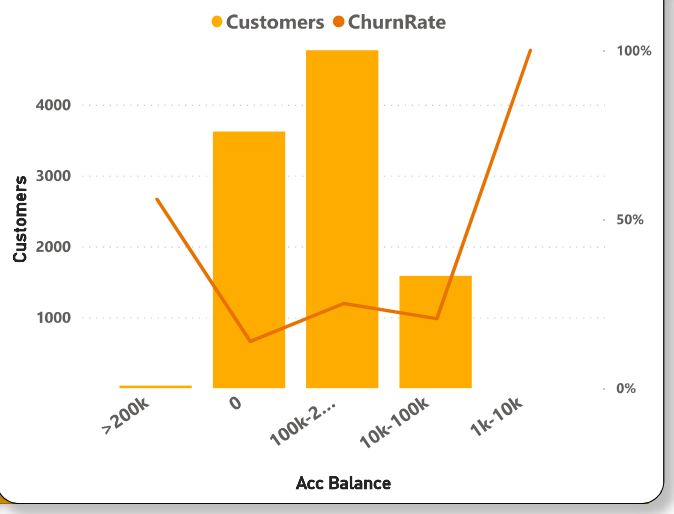
Customers & Churn Rate By Age Group



Customers & Churn Rate By Credit Score



Customers & Churn Rate By Account Balance



Customer ID

All

764.86M

Balance

7M

Credit Score

<20

First Age Group

Prod 1

First Product Name

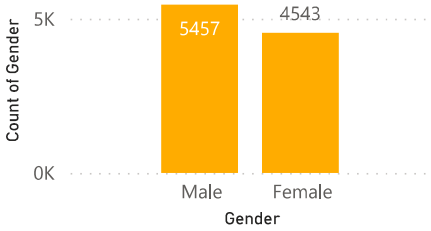
Active

First Activity Status

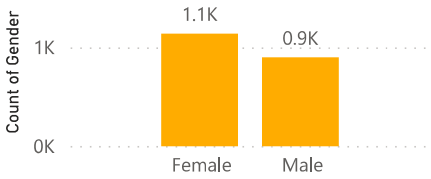
Female

First Gender

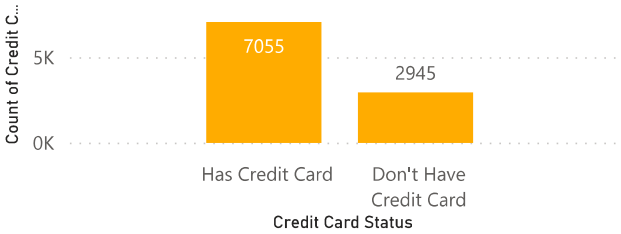
Count of Gender by Gender



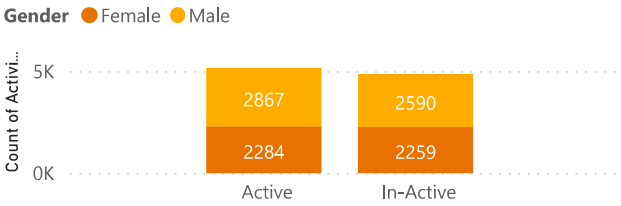
Count of Gender by Gender



Count of Credit Card Status by Credit Card Status



Count of Activity Status by Activity Status and Gender



Original Data;

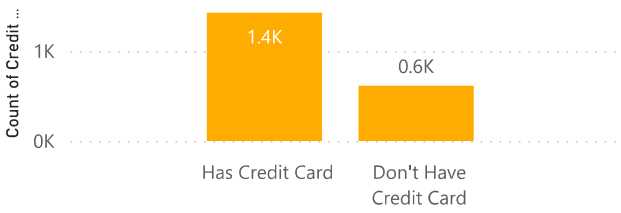
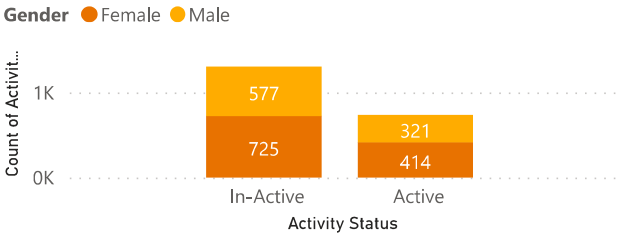
Total customers=10,000

Male=5457,%=54.57
Female=4543,%=45.73
has credit card=7055,%=70.55

Churned customers=2037
Male churned=1139,%=56
Female churned=898
has credit card=1424,%=70

Active bank accounts by gender;
active bank accounts;
male=2867,55%

Count of Credit Card Status by Credit Card Status



Count of Activity Status by Activity Status and Gender