

Churn Analysis For Banking Customers

Churn Status

Churned

2037
Customers

2037
Lostcustomers

12.0%
100.0%

Customers By Gender

Female Male



Customers By Activity Status

In-Active Active



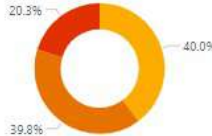
Customers By Credit Card Status

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



Customers By Country

Germany France Spain



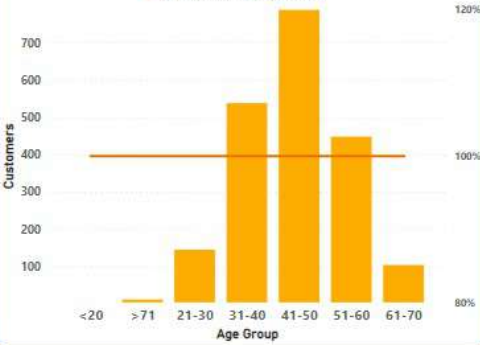
Customers By Products

Prod 1 Prod 2 Prod 3 Prod 4



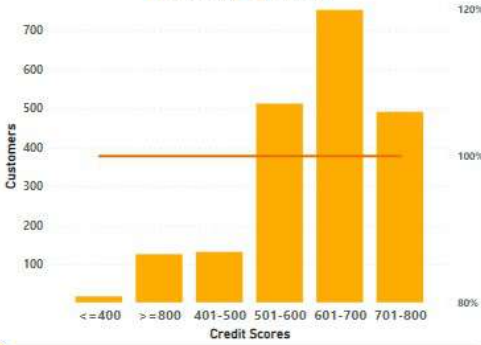
Customers & Churn Rate By Age Group

Customers ChurnRate



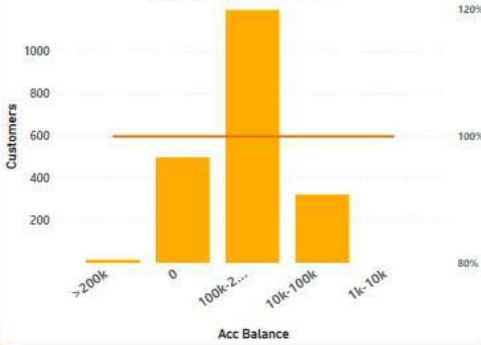
Customers & Churn Rate By Credit Score

Customers ChurnRate



Customers & Churn Rate By Account Balance

Customers ChurnRate





Customer ID

All



764.86M
Balance

7M
Credit Score

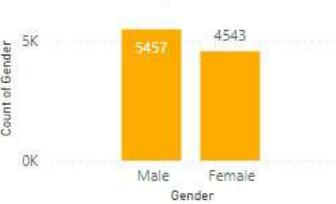
<20
First Age Group

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%

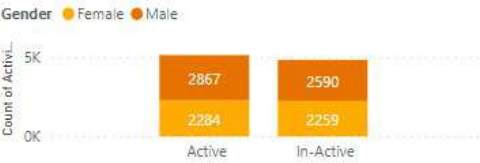
Female churned=44%

has credit card=70%

Count of Credit Card Status by Credit Card Status



Count of Activity Status by Activity Status and Gender



Active bank accounts by gender;

active bank accounts;

male-2867 ,55%

female-2284

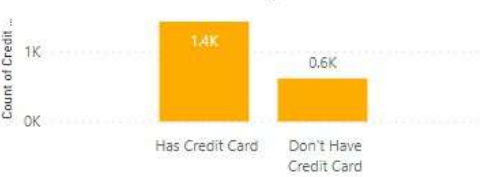
churned customers;

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

