

# Bank Customer Churn Analysis Report



Home

EDA

Churn Analysis

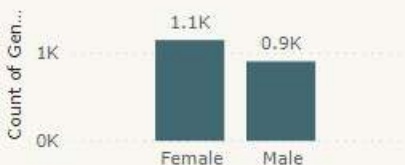
Customer Profile



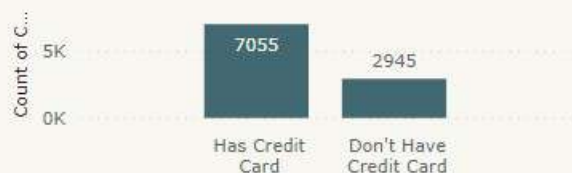
### Count of Gender by Gender



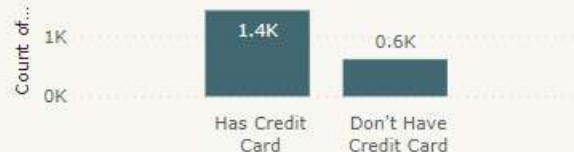
### Count of Gender by Gender



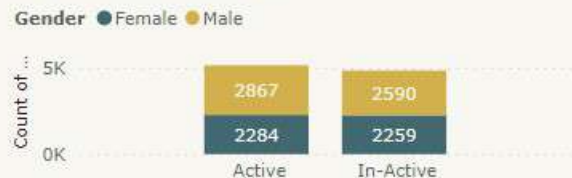
### Count of Credit Card Status by Credit Card Status



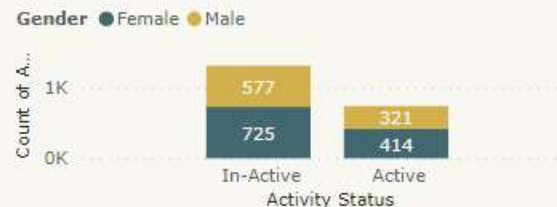
### Count of Credit Card Status by Credit Card Status



### Count of Activity Status by Activity Status and Gender



### Count of Activity Status by Activity Status and 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%

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.



# Churn Analysis For Banking Customers



## Churn Status

Churned

2037  
Customers

2037  
Lostcustomers

12.0%

100.0%

0.0%

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 Card



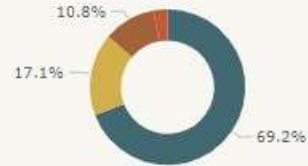
## Customers By Country

Germany France Spain



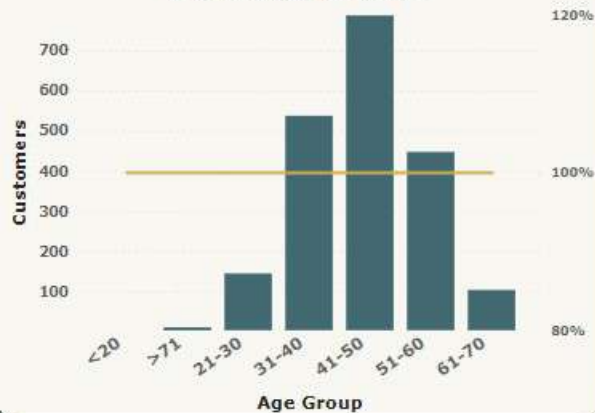
## Customers By Products

Prod 1 Prod 2 Prod 3 Prod 4



## Customers & Churn Rate By Age Group

Customers ChurnRate



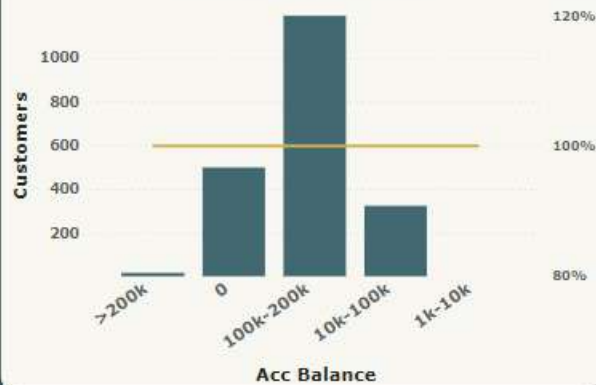
## Customers & Churn Rate By Credit Score

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