Customer Churn Analysis Report

Prepared by: [Precious Orhue]

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# 1. Executive Summary

This report presents a detailed analysis of customer churn based on key factors such as region, age group, number of products used, account balance, and gender. The findings highlight significant churn risks among specific customer segments, particularly high-value and highly engaged customers.

# 2. Key Findings

## 2.1 Churn by Region

Germany has the highest churn rate (32.6%), followed by France and Spain (~16%). Germany requires urgent attention.

## 2.2 Churn by Age Group

The 41–60 age group has the highest churn rate (38.7%), showing a need for targeted retention.

## 2.3 Churn by Number of Products Used

|  |  |  |  |
| --- | --- | --- | --- |
| Products Used | Churned | Stayed | Churn Rate |
| 4 | 60 | 0 | 100% |
| 3 | 220 | 46 | 82.7% |
| 2 | 348 | 4,200 | 7.6% |
| 1 | 1,400 | 3,700 | 27.5% |

## 2.4 Churn by Gender

|  |  |  |  |
| --- | --- | --- | --- |
| Gender | Churned | Stayed | Churn Rate |
| Female | 1,100 | 3,400 | 24.4% |
| Male | 898 | 4,600 | 16.3% |

## 2.5 Churn by Account Balance

Churned customers have higher average balances (€91,063.83) than retained ones (€72,752.50).

# 3. Recommendations

1. Launch targeted retention campaigns in Germany and among high-churn age groups.  
2. Improve experience for multi-product users to increase satisfaction.  
3. Develop churn risk prediction models.  
4. Customize retention messaging based on gender-specific behavior and engagement.  
5. Regularly monitor churn trends.

# 4. Conclusion

High churn rates among valuable customer segments pose a financial risk. Immediate targeted actions are recommended to reduce churn and improve customer retention.