

Veritas Bank

Customer Analytics



Active Status

Age Group

France

Germany

United Kingdom

Total Customers

10K

Average Age

39

Number of Countries

3

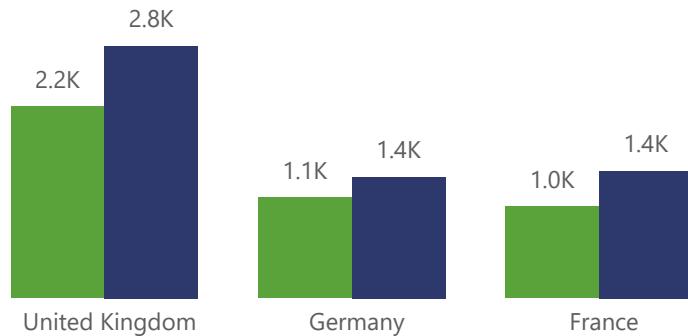
Average Credit Score

650.60

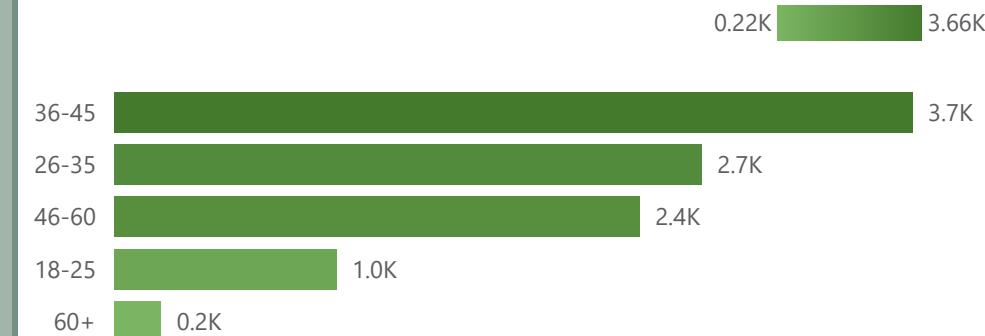
Average Balance

£27.15K

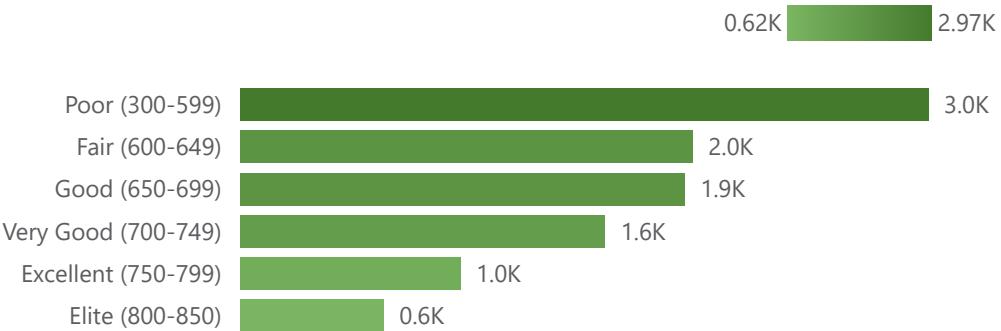
Total Customers by Country and Gender



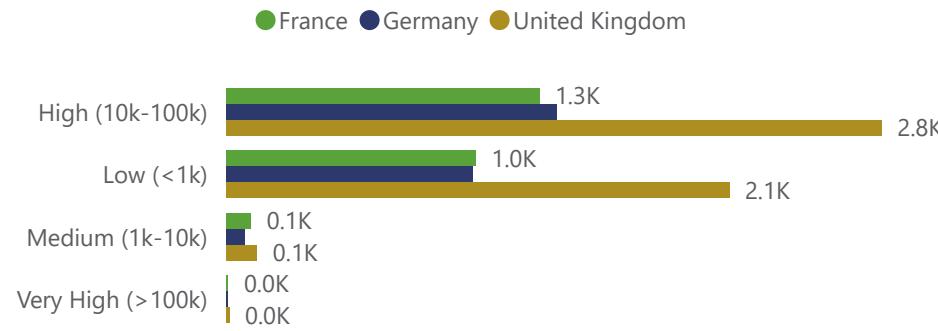
Age Groups Segmentation



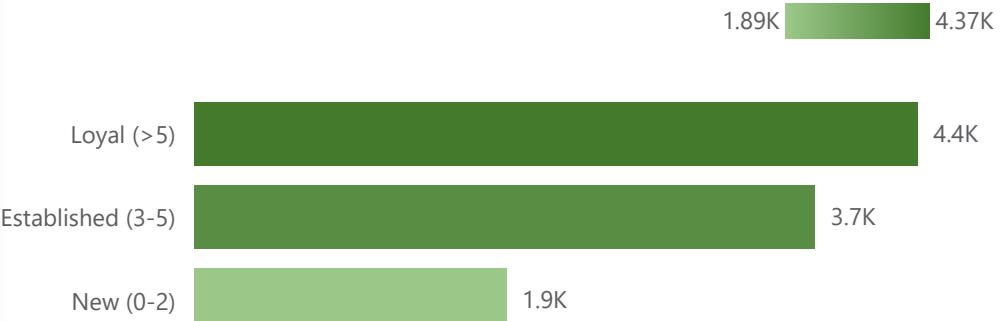
Customers by Credit Score Range



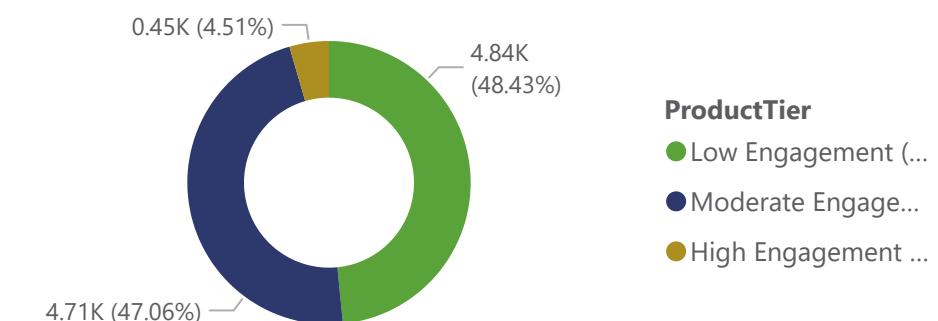
Customers by Account Balance Range



Customers by Tenure Group



Product Tier



Veritas Bank

Churn Analytics

Active Member Ratio

52%

Churn Rate %

13.85%

Churned Customers

1.385K

Avg. Balance_Churned

16.31K

High Risk Customers

180



Age Group

All

Churn Risk

All

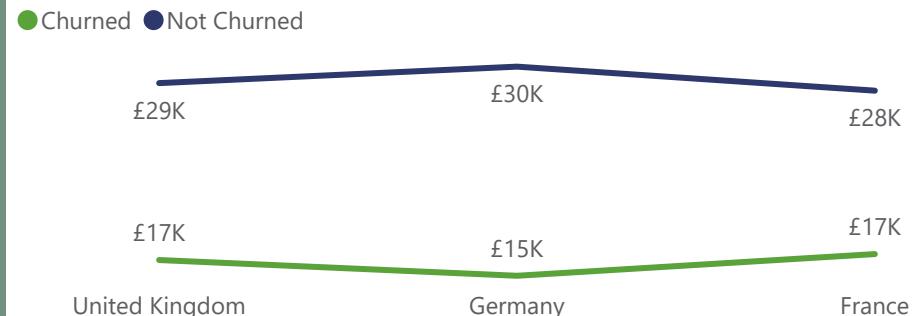
ActiveStatus

All

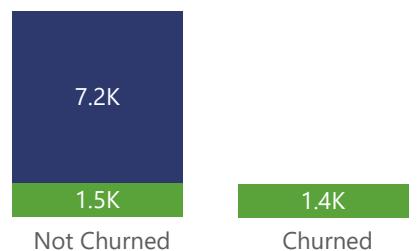
Churn Rate by Country



Churn Rate by Average Balance



Churn by Credit Card Status

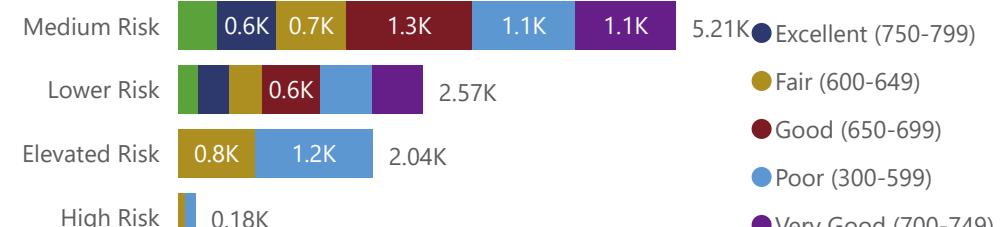


Credit Card Status

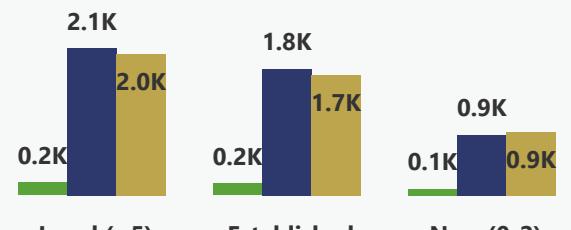
NO

YES

Churn Rate by Credit Score Range



Engagement by Tenure



High Engagement (>=3)

Low Engagement (<=1)

Moderate Engagement ...

CustomerId	Country	AgeGroup	ProductTier	CreditScore
10000000	United Kingdom	36-45	Moderate Engagement (=2)	Poor (300-599)
10000001	France	26-35	Moderate Engagement (=2)	Very Good (700-749)
10000002	France	36-45	Moderate Engagement (=2)	Very Good (700-749)
10000003	United Kingdom	18-25	Moderate Engagement (=2)	Excellent (750-799)
10000004	France	26-35	Low Engagement (<=1)	Fair (600-649)
10000005	United Kingdom	18-25	Moderate Engagement (=2)	Fair (600-649)