

Veritas Bank
Customer
Analytics



Active Status

All

Age Group

All

France

Germany

United Kingdom

Total Customers
10K

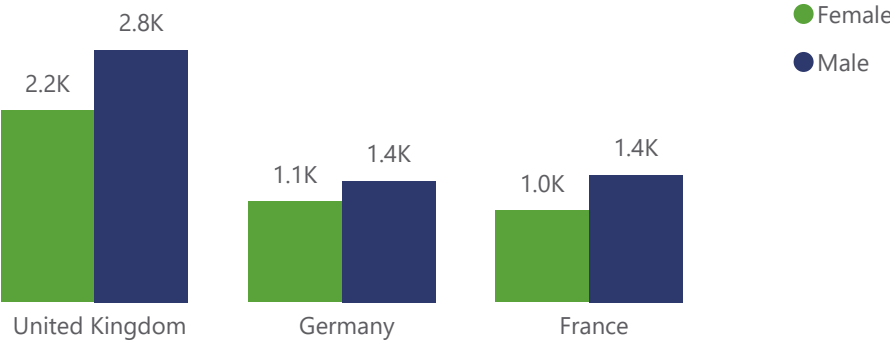
Average Age
39

Number of Countries
3

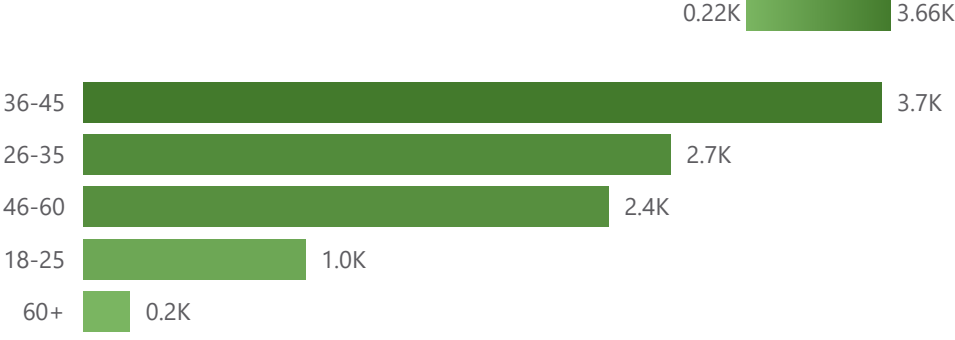
Average Credit Score
650.60

Average Balance
£27.15K

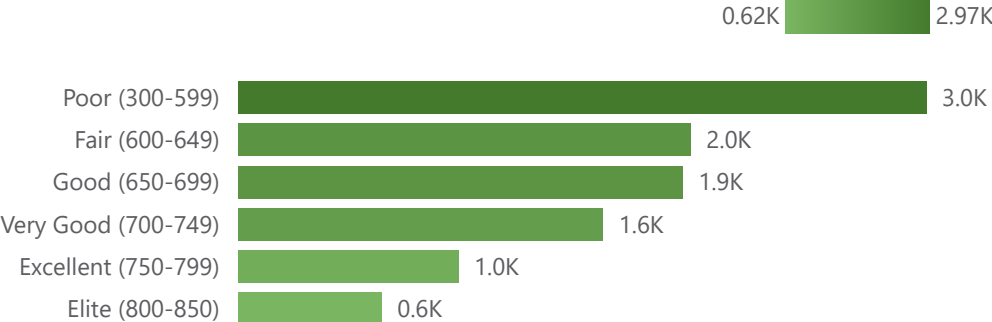
Total Customers by Country and Gender



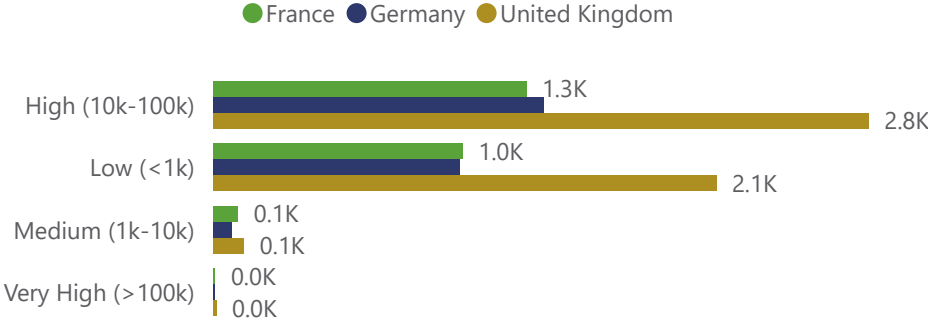
Age Groups Segmentation



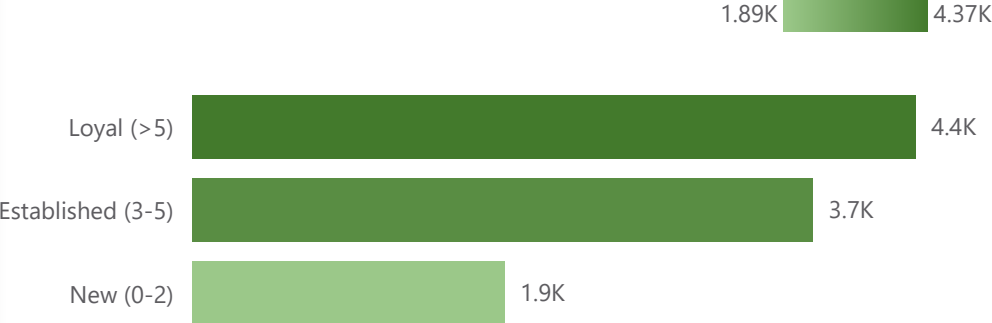
Customers by Credit Score Range



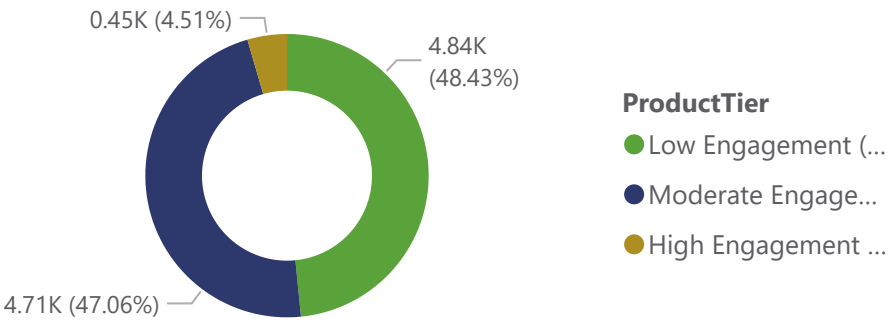
Customers by Account Balance Range



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

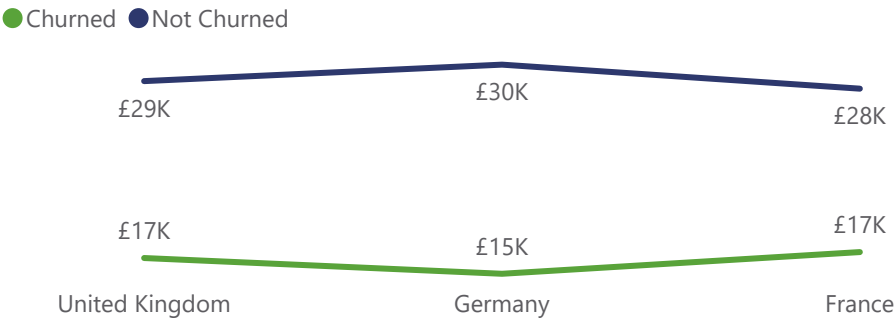
High Risk Customers
180



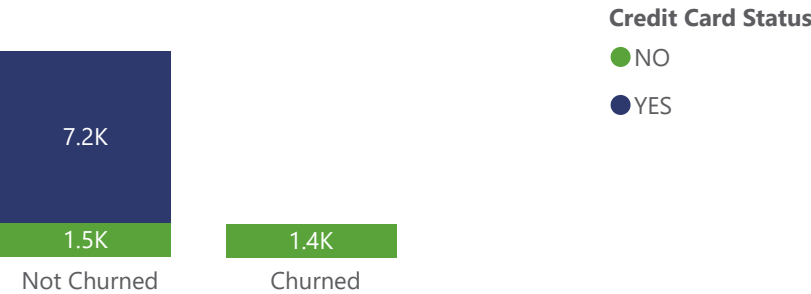
Churn Rate by Country



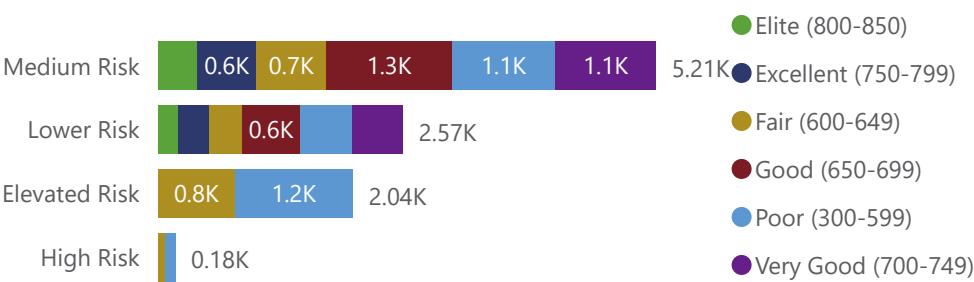
Churn Rate by Average Balance



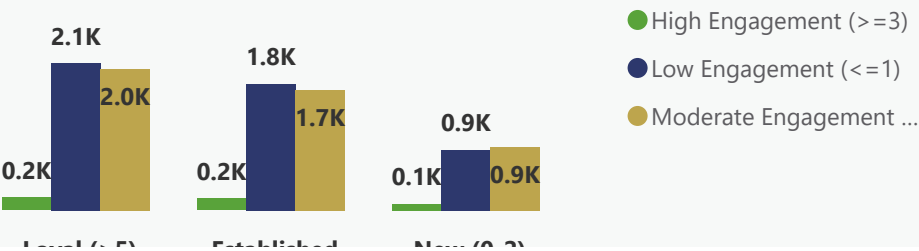
Churn by Credit Card Status



Churn Rate by Credit Score Range



Engagement by Tenure



| CustomerId | Country | AgeGroup | ProductTier | CreditScore |
|------------|----------------|----------|---------------------------|---------------------|
| 10000000 | United Kingdom | 36-45 | Moderate Engagement (=2) | Poor (300-350) |
| 10000001 | France | 26-35 | Moderate Engagement (=2) | Very Good (750-799) |
| 10000002 | France | 36-45 | Moderate Engagement (=2) | Very Good (750-799) |
| 10000003 | United Kingdom | 18-25 | Moderate Engagement (=2) | Excellent (750-799) |
| 10000004 | France | 26-35 | Low Engagement (<=1) | Fair (600-649) |
| 10000005 | United Kinadom | 18-25 | Moderate Enaaagement (=2) | Fair (600-649) |