**Dataset Details-**

The link to the dataset-

<https://www.kaggle.com/datasets/radheshyamkollipara/bank-customer-churn/data>

The only change made to the dataset was the column ‘NumberOfProducts’ to ‘Numberof Accounts’.

**The storyboad story-**

**Customer Distribution by Geography**This chart shows the number of customers in Germany, France, and Spain, providing a geographical breakdown of the bank's customer base. It highlights Germany and France as key markets with the highest customer counts, guiding targeted engagement and service initiatives.

**Customer Details Drill-Down**A detailed view of individual customer data, including satisfaction scores, account counts, and balances. This drill-through supports in-depth analysis of specific customer profiles, helping identify high-value customers and potential upsell opportunities.

**Customer Exit Analysis by Age, Geography, and Credit Card Ownership**Displays churn rates segmented by age group, geography, and whether customers hold a credit card. Insights from this chart enable the bank to identify high-churn demographics (particularly ages 35-50), enabling focused retention strategies.

**Active Membership by Card Type and Satisfaction Score**  
Stacked bar chart showcasing satisfaction distribution across membership tiers (Diamond, Gold, Silver, Platinum). This helps assess satisfaction across card types, providing insights to enhance customer experiences for low-satisfaction segments.

**Complaints by Age, Gender, and Card Type**  
Line charts displaying complaint volumes segmented by age, gender, and card type. The bank can use these insights to identify pain points by customer segment, allowing for targeted improvements in customer service.

**Key Influencers of Active Membership**  
This analysis identifies key factors affecting active membership, showing that customers over 65 are more likely to stay engaged. This insight supports developing loyalty programs for older customers to improve retention.

**Revenue Impact Summary**  
Highlights the total revenue impact based on key customer segments. This overview ties the customer insights back to financial outcomes, helping prioritize initiatives that have the most significant revenue implications.