



Customer Overview 👤👤



Churn Analysis 📉🎯

Product and Credit Analysis 💰



Customer Overview



Customer_Id

All

Age_group

Middle Age

Sencitizen

Young

GeographyLocation

France

Germany

Spain

Retention Rate(%)

79.63

Total_Customers

10K

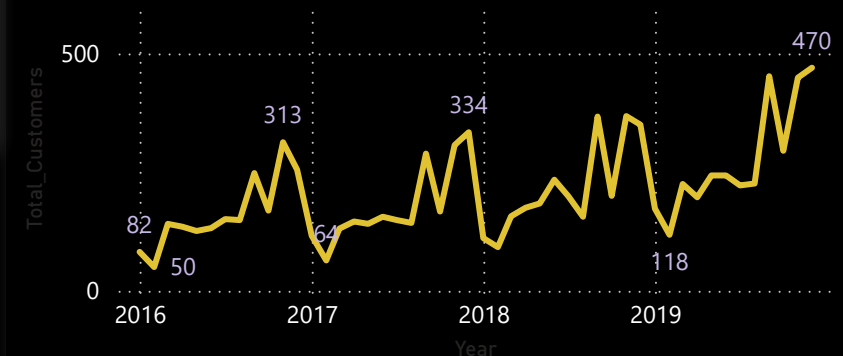
Active Member %

51.51

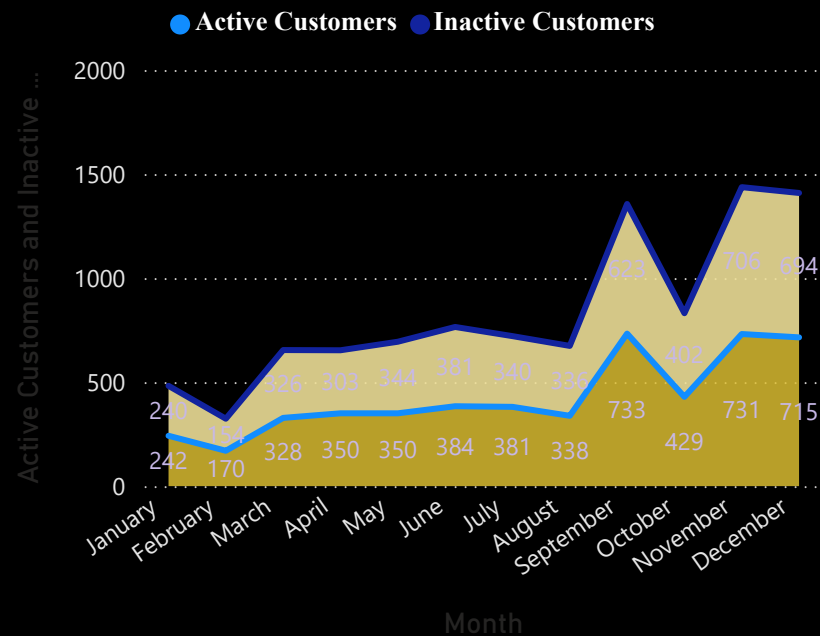
Inactive Customers

5K

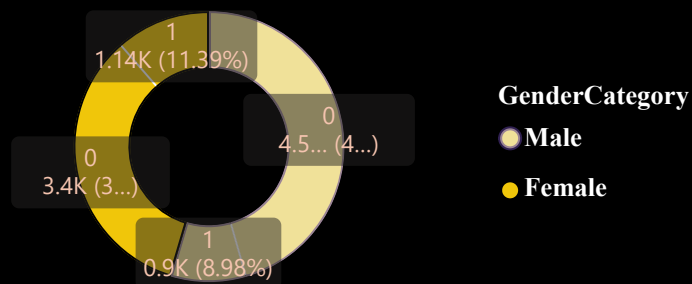
Total_Customers by Year, Quarter and Month



Active Customers and Inactive Customers by Month



Gender Distribution   



Age Group Distribution 

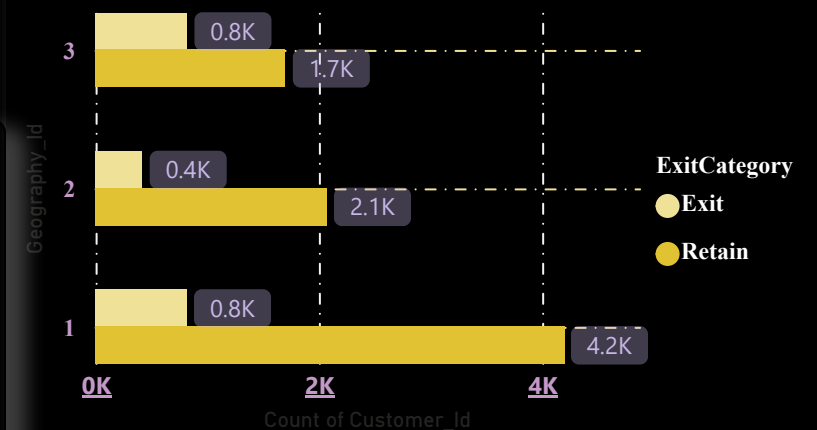
Middle Age

Young

7.57K

1.97K

Customers by Geoghrapy with Exit Category   



Exit_Id

All

Active_Id

All

GeographyLocation

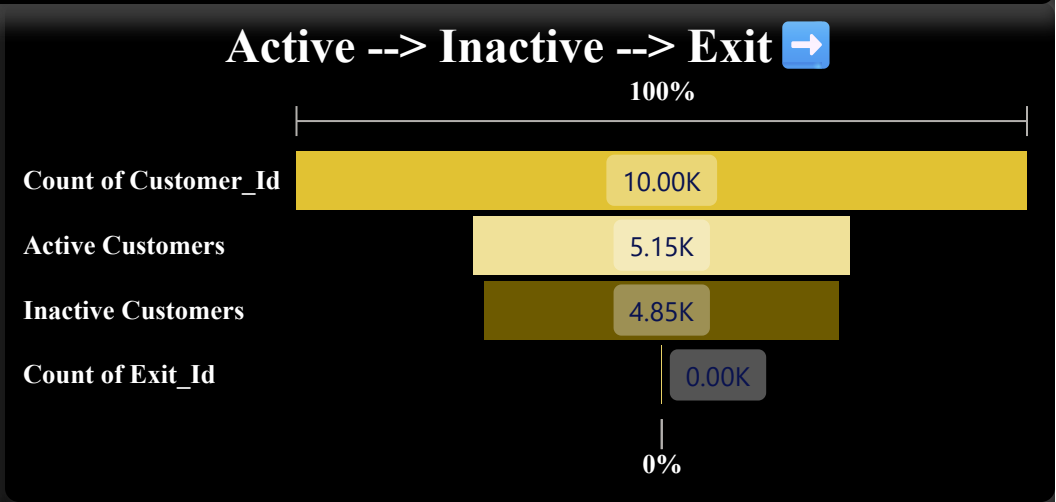
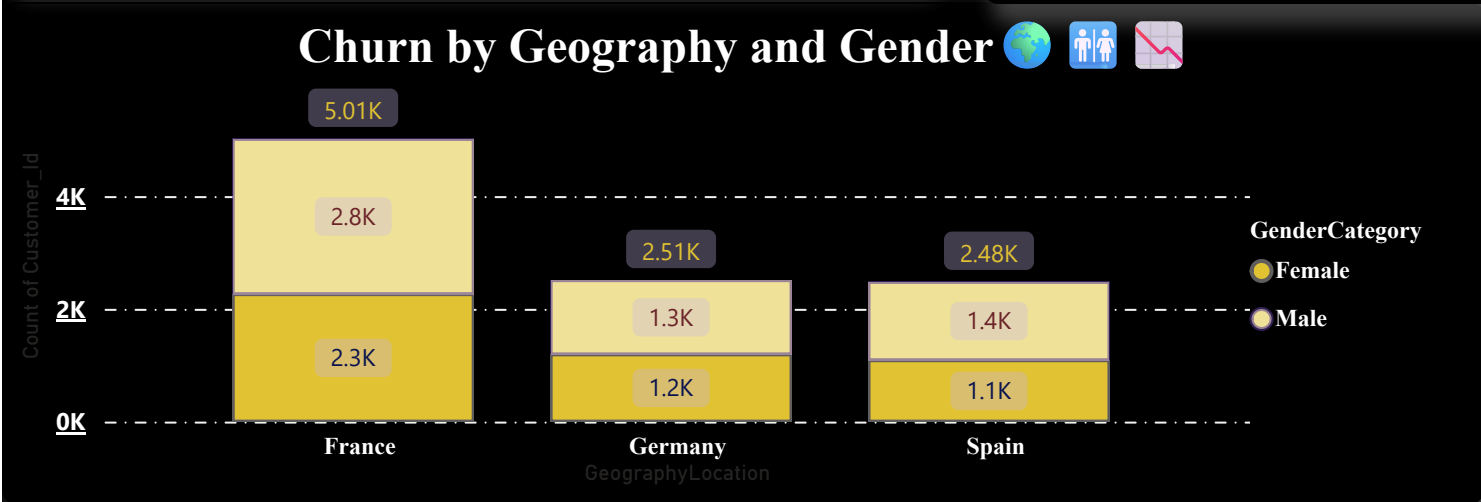
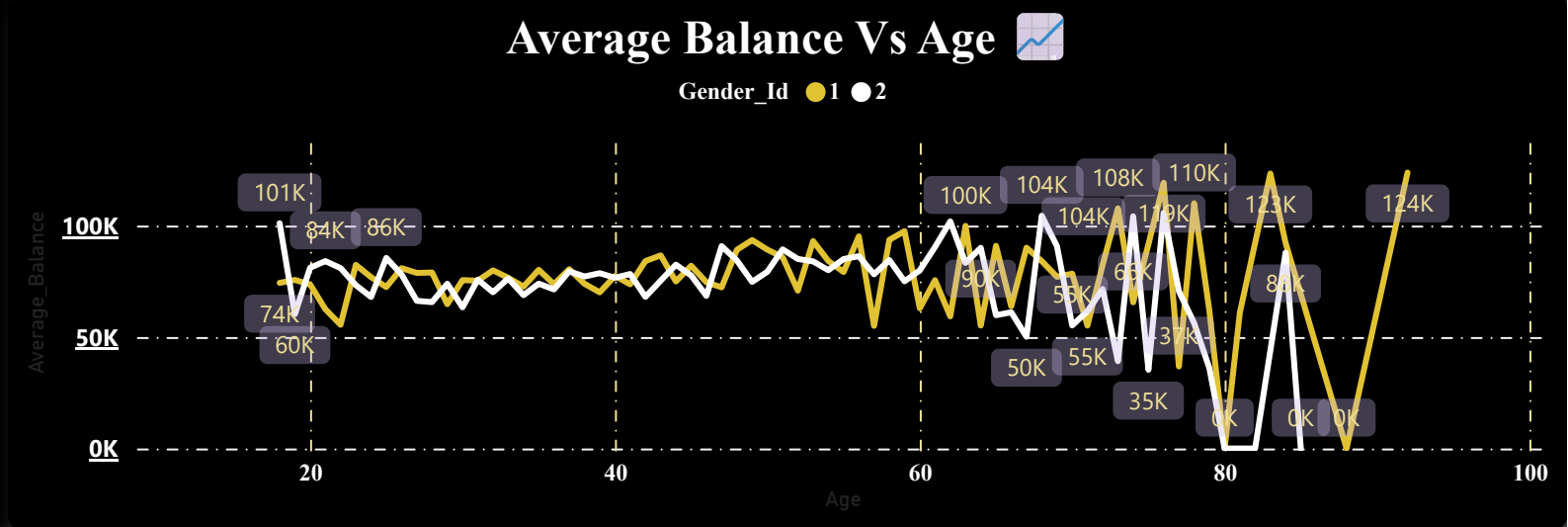
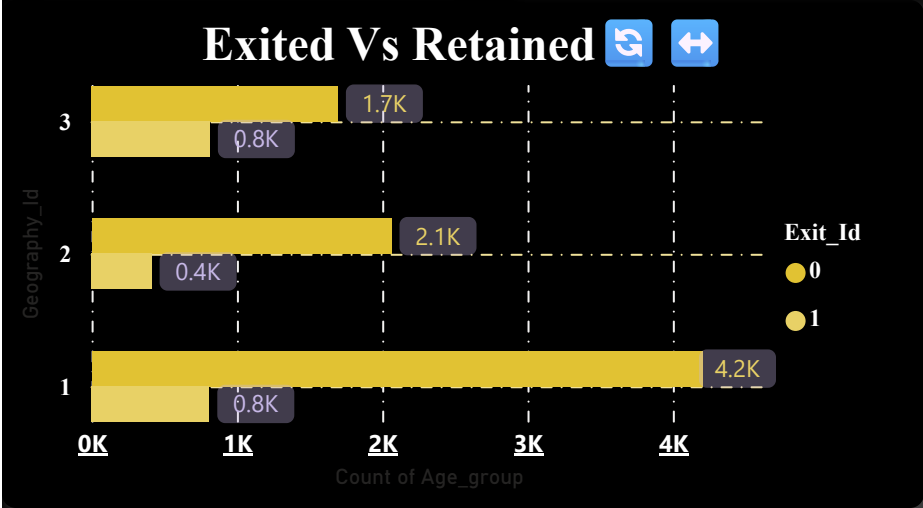
All

Gender_Id

All

Age_group

All





Product and Credit Analysis



GenderCategory

All

Active_Id

All

Age_group

All

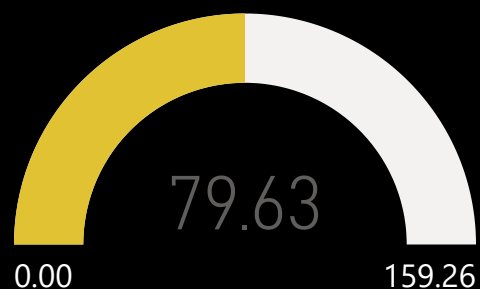
Num_Of_Products

All

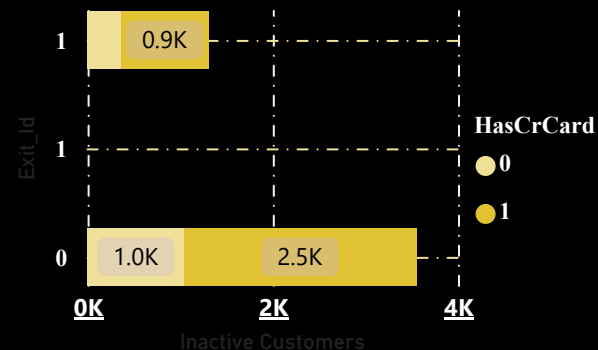
Exit rate by Number of Products



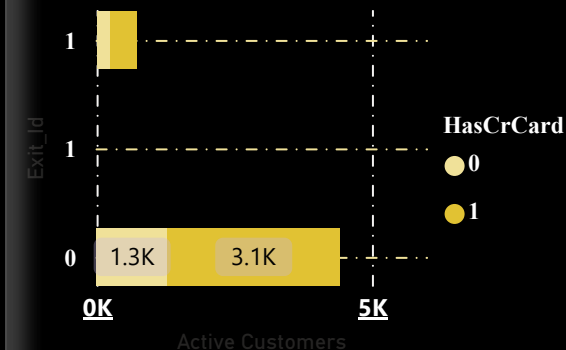
Retention Rate(%)



Inactive Customers by Exit_Id and HasCrCard



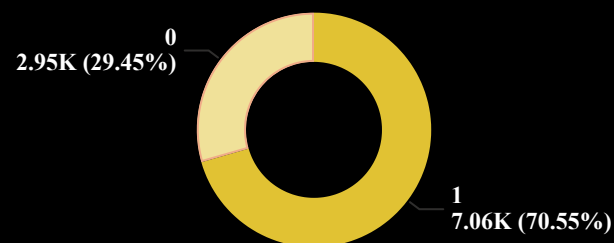
Active Customers by Exit_Id and HasCrCard



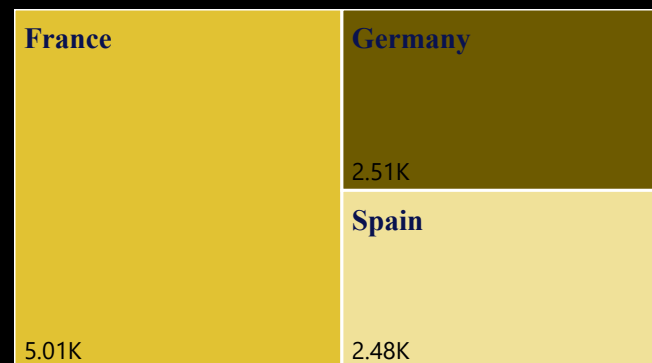
Credit Card Holders vs Non-Holders



HasCrCard 1 0



Count of Num_Of_Products by GeographyLocation



Matrix: Geography vs Exit Rate



GeographyLocation	Exit Rate (%)	Average_Balance	Active Member %	Average Salary
France	16.15	62,092.64	51.68	99,899.1
Germany	32.44	1,19,730.12	49.74	1,01,113.4
Spain	16.67	61,818.15	52.97	99,440.5
Total	20.37	76,485.89	51.51	1,00,090.2