



Customer Overview



Product and Credit Analysis



Customer Overview



Customer_Id

All

Age_group

Middle Age Senior Citizen Young

GeographyLocation

France Germany Spain

Retention Rate(%)

79.63

Total_Customers

10K

Active Member %

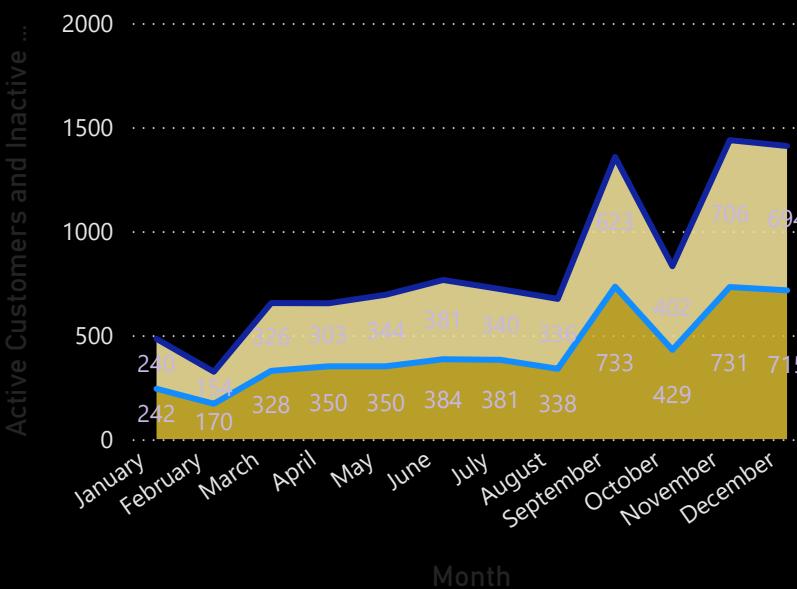
51.51

Inactive Customers

5K

Active Customers and Inactive Customers by Month

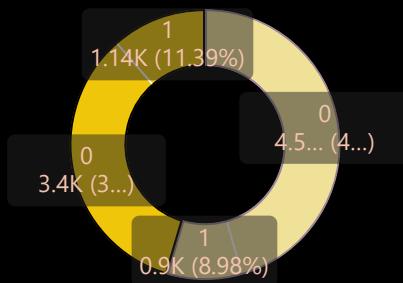
● Active Customers ● Inactive Customers



Gender Distribution



12



GenderCategory

Male

Female

Age Group Distribution



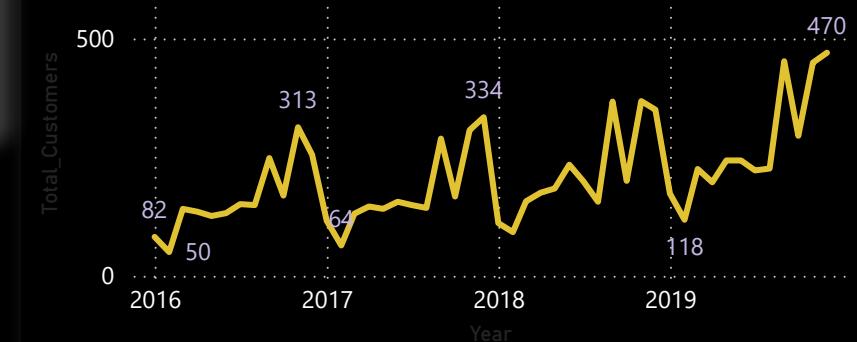
Middle Age

7.57K

Young

1.97K

Total_Customers by Year, Quarter and Month



Customers by Geography with Exit Category



ExitCategory

Exit

Retain

Churn Analysis



Exit_Id

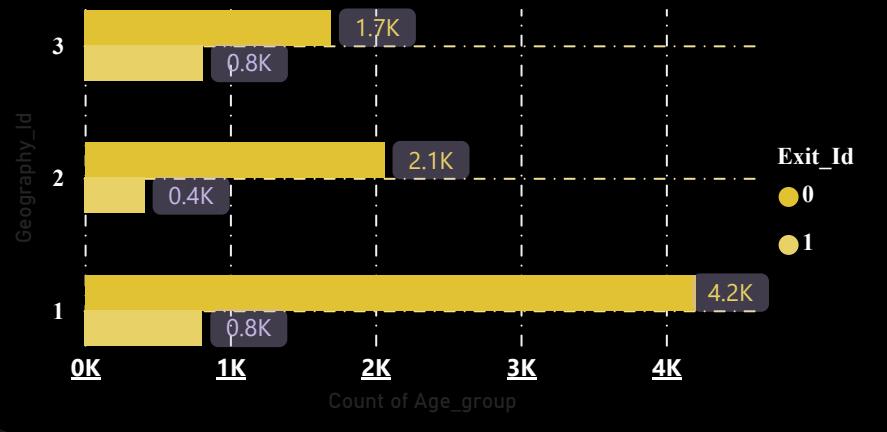
Active_Id

GeographyLocation

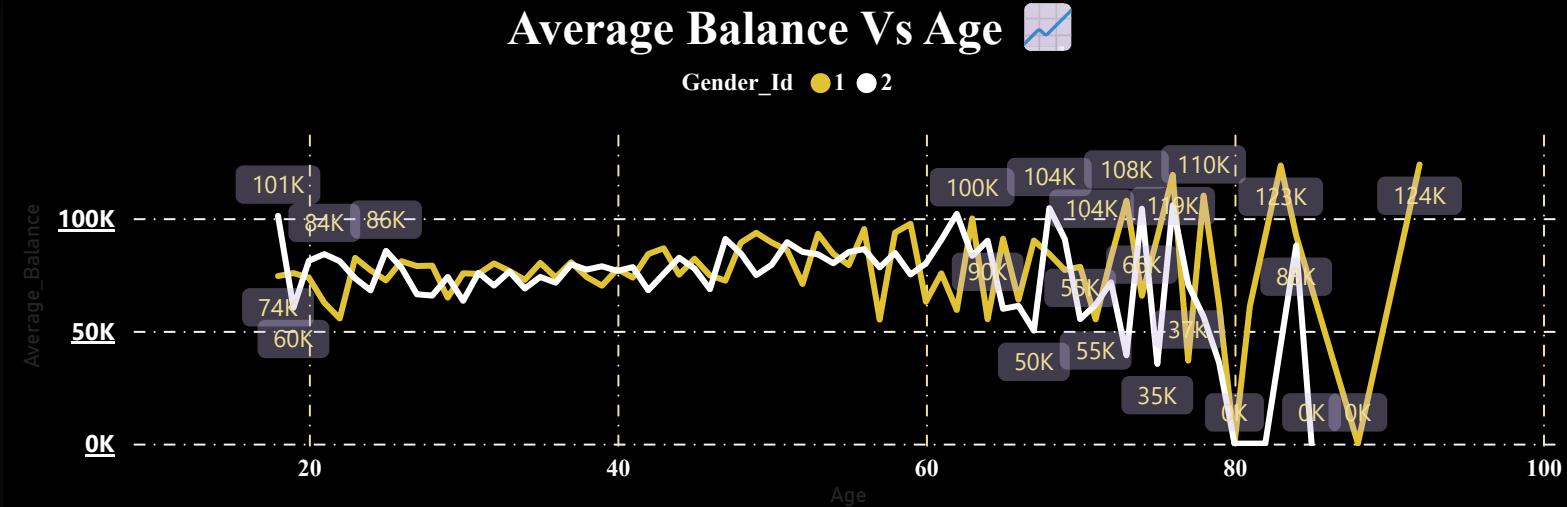
Gender_Id

Age_group

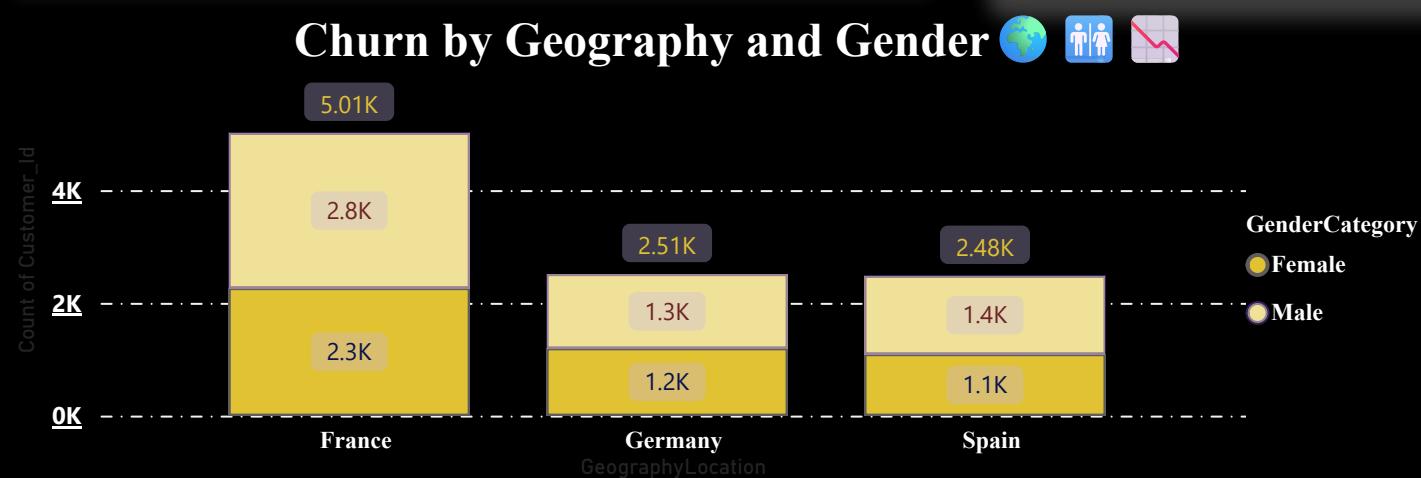
Exited Vs Retained



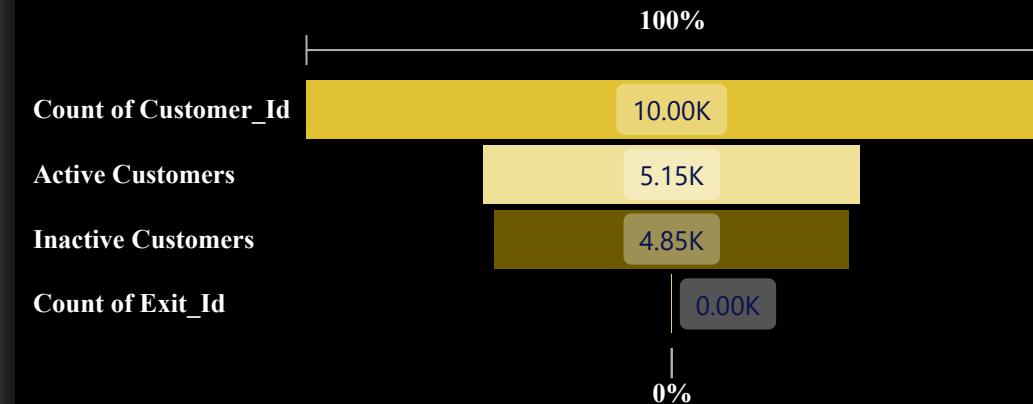
Average Balance Vs Age



Churn by Geography and Gender



Active --> Inactive --> Exit





Product and Credit Analysis



GenderCategory

All

Active_Id

All

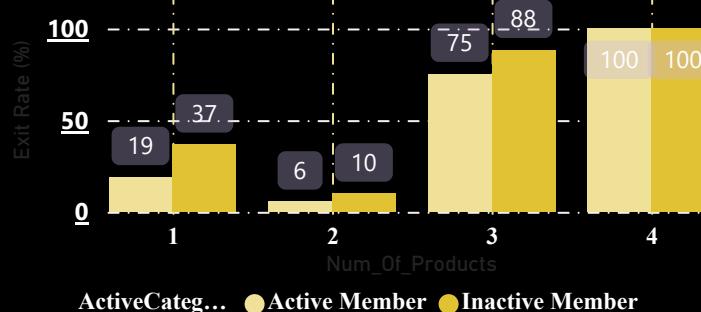
Age_group

All

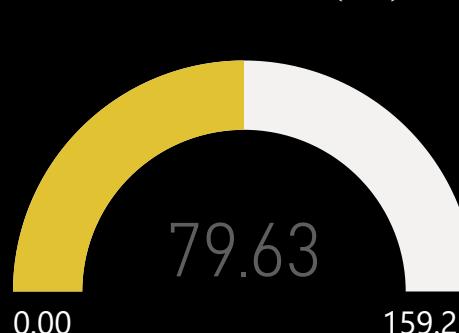
Num_Of_Products

All

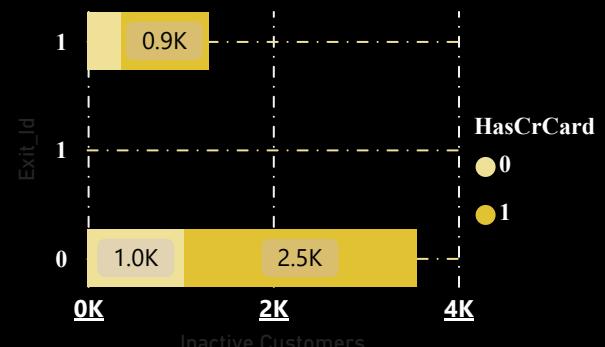
Exit rate by Number of Products



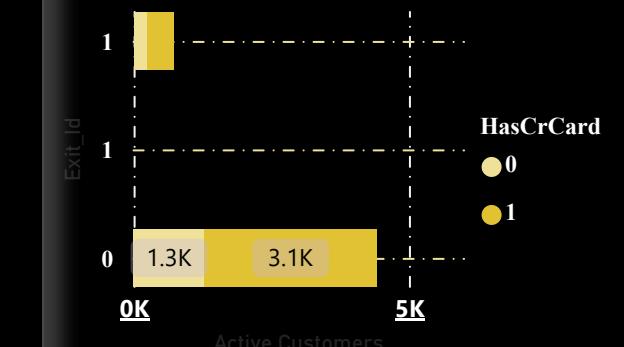
Retention Rate(%)



Inactive Customers by Exit_Id and HasCrCard



Active Customers by Exit_Id and HasCrCard

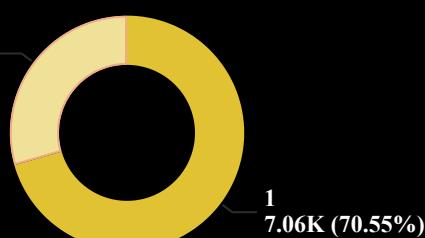


Credit Card Holders vs Non-Holders



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