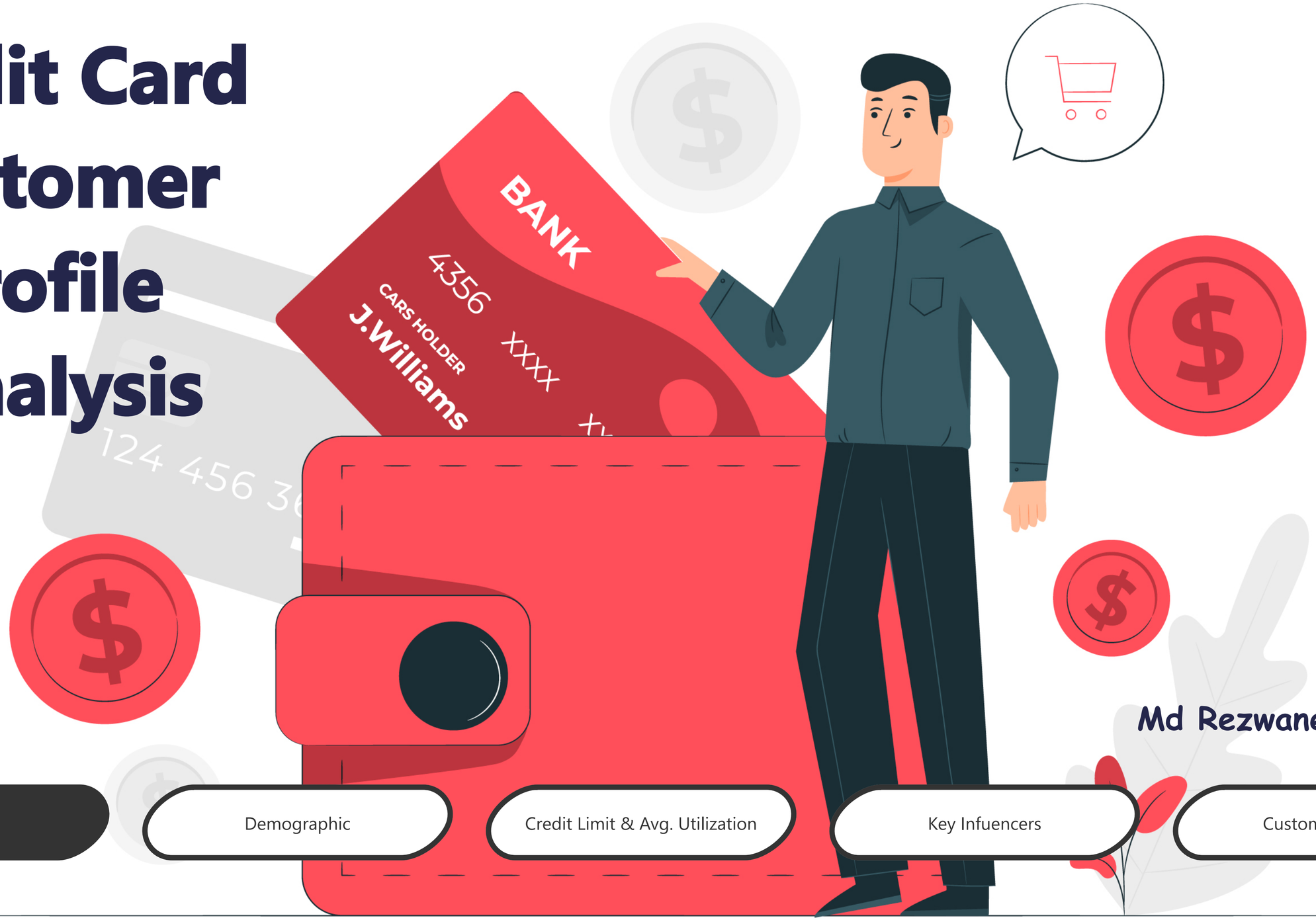
Credit Card Customer Profile Analysis



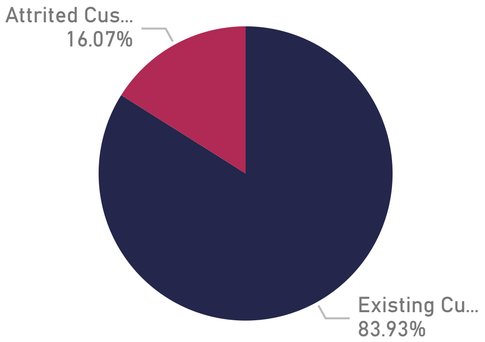
Md Rezwane Sadik

Home | Demographic | Credit Limit & Avg. Utilization | Key Infuencers | Customer Profile

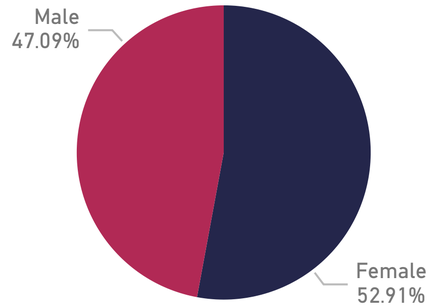
Credit Card Customer Profile Analysis

Home | Demographic | Credit Limit & Avg. Utilization | Key Infuencers | Customer Profile

Attrited vs Existing



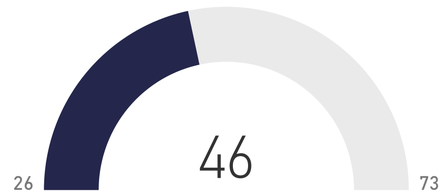
Gender



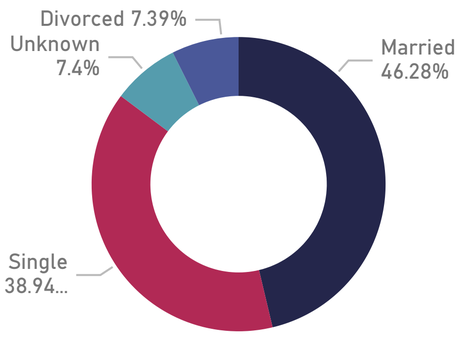
10127
Total Customer

36
Avg. Months_on_bo...

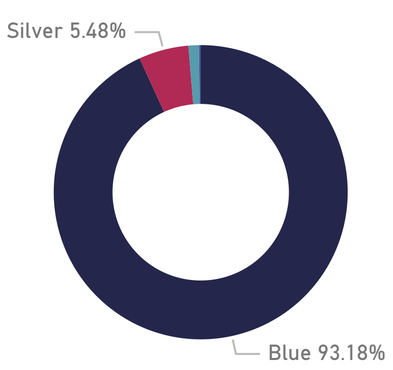
Avg Customer_Age



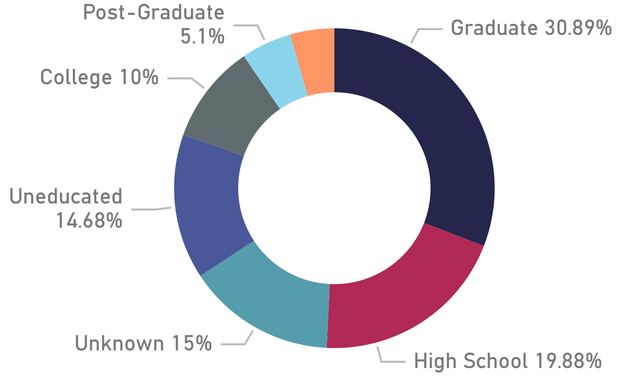
Marital Status



Card Type



Education Level



Ask a question about your data

Try one of these to get started

count income categories | number of attrition flags

Show all suggestions

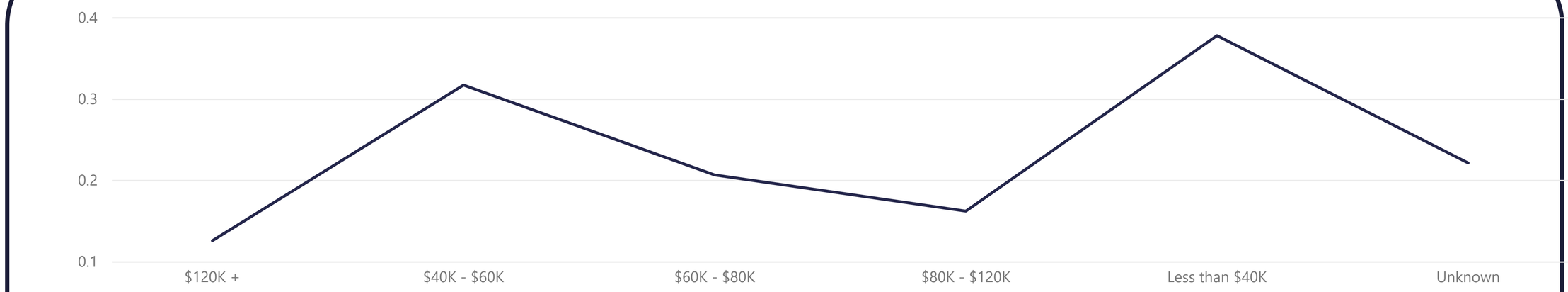
Credit Card Customer Profile Analysis

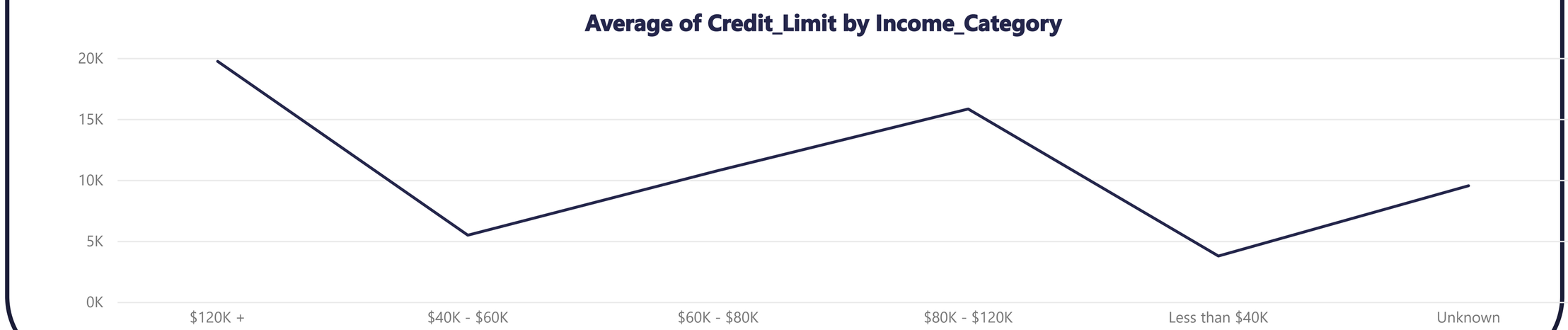
Attrition_Flag
- Attrited Customer
- Existing Customer

Gender
- Female
- Male

Education_Level
- College
- Doctorate
- Graduate
- High School
- Post-Graduate
- Uneducated
- Unknown

Marital_Status
- Divorced
- Married
- Single
- Unknown





Credit Card Customer Profile Analysis

Key influencers Top segments

What influences Attrition_Flag to be Attrited Customer ?

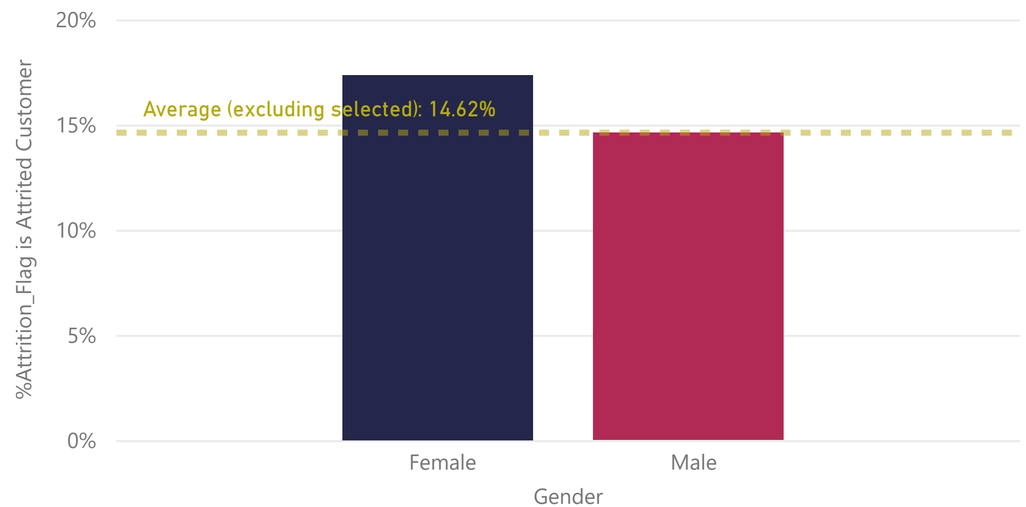
When...

....the likelihood of Attrition_Flag being Attrited Customer increases by

- **Gender is Female** — 1.17x
- Months_Inactive_12_mon is more than 2 — 1.99x
- Avg_Utilization_Ratio is 0.025 or less — 4.08x
- Total_Revolving_Bal is 0 or less — 3.86x
- Total_Trans_Amt is 2010 or — 1.45x

Sort by: Impact **Count**

← Attrition_Flag is more likely to be Attrited Customer when Gender is Female than otherwise (on average).



☐ Only show values that are influencers

Credit Card Customer Profile Analysis

Gender: Female
Age (bins): 42
Income_Category: Less than $40K
Education_Level: Graduate
Total_Trans_Ct (b...: 32
Credit_Limit (bins)

Attrition_Flag
- Attrited Customer
- Existing Customer