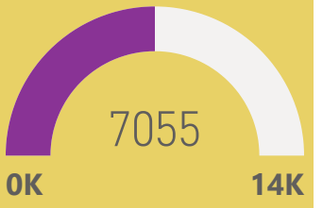
Customer Churn Analysis

10000
Total Customers

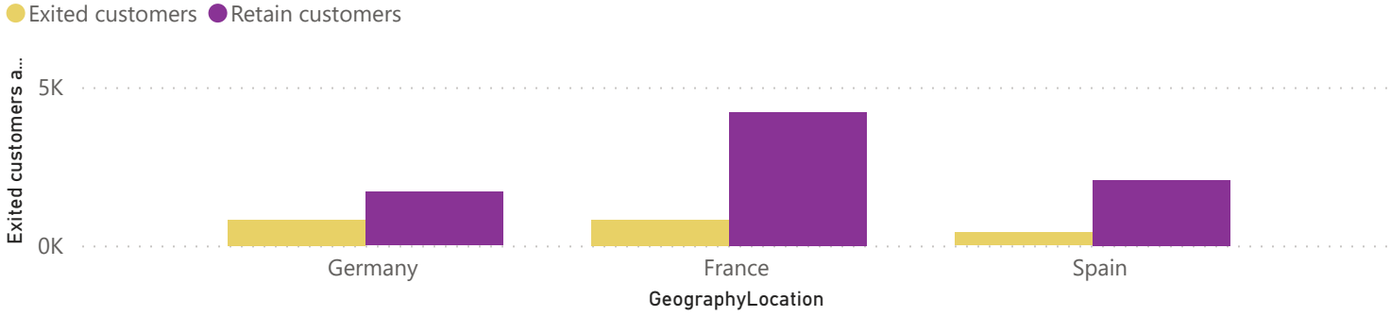
5151
Active Customers

4849
Inactive Customers

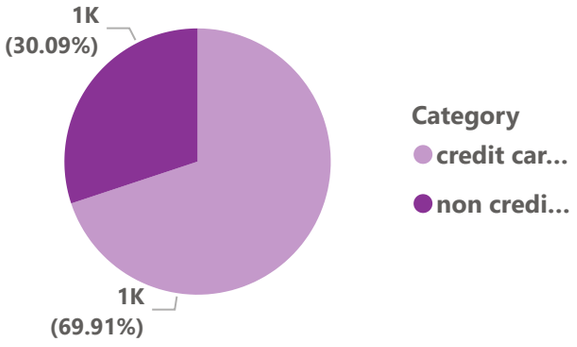
Credit card holders



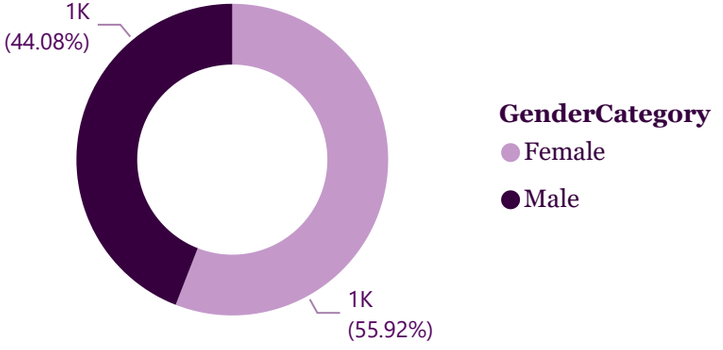
Exited customers and Retain customers by GeographyLocation



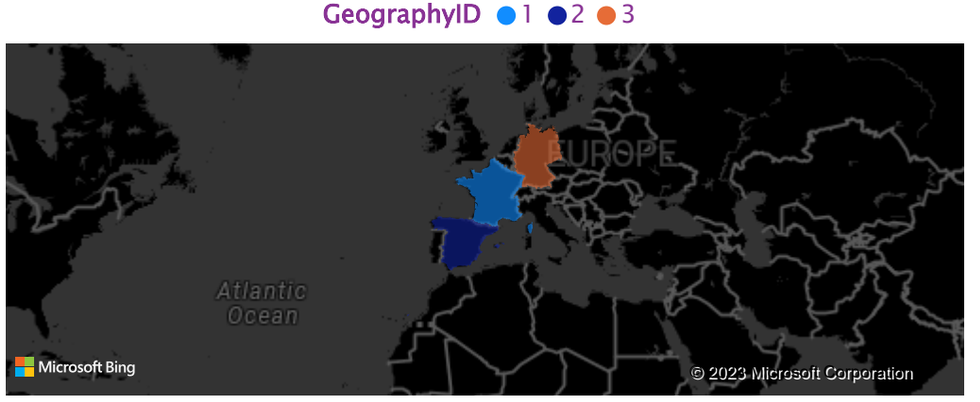
Exited customers by Category



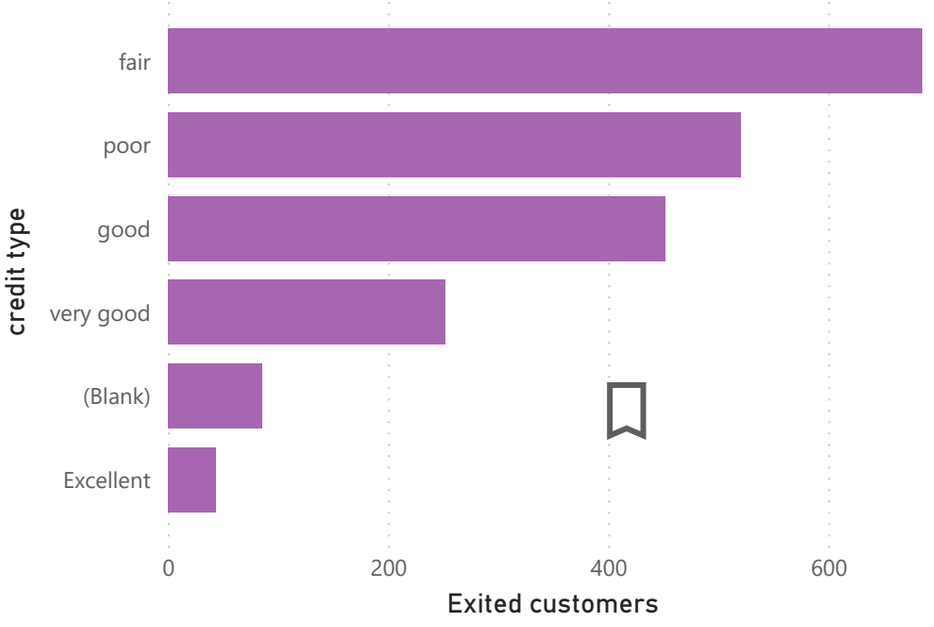
Exited customers by GenderCategory



GeographyLocation and GeographyID



Exited customers by credit type



1.How many active and inactive customers are there in the bank?

2.Which Country has the highest retain score?

3.What is the credit type of exited customers ?

4.In which gender category the exit customer percentage is the most?

5.What is the ratio of credit card holders to non credit card holders in exited customers category?

6.Of which countries the customers are from?

7.Which countries has the lowest exited customer score?

Insights by Smart Narrative

At 814, Germany had the highest Exited customers and was 97.09% higher than Spain, which had the lowest Exited customers at 413.

Retain customers and Exited customers diverged the most when the Geography Location was France, when Retain customers were 3394 higher than Exited customers.

France had 810 Exited customers and 4204 Retain customers. Spain had 413 Exited customers and 2064 Retain customers. Germany had 814 Exited customers and 1695 Retain customers.

Exited customers for credit card holder (1424) was higher than non credit card holder (613).

CustomerId	Exited	GenderID	GeographyID	HasCrCard	IsActiveMember	credit type
15565701	0	2	2	0	0	good
15565779	0	2	3	1	0	fair
15565796	0	1	3	1	0	very good
15565806	0	1	1	0	0	poor
15565891	0	1	1	1	0	good
15566030	1	1	3	0	0	poor
15566091	0	2	2	1	0	poor
15566111	0	1	1	1	0	fair
15566139	0	2	1	1	0	poor
15566156	0	2	3	0	0	very good
15566211	1	2	3	1	0	fair
15566251	1	2	1	1	0	fair
15566253	1	1	3	0	0	fair
15566269	0	1	1	1	0	very good
15566295	0	2	1	1	0	very good
15566494	0	1	1	1	0	poor
15566495	1	2	2	1	0	good
15566543	0	1	2	1	0	poor
15566563	1	2	1	1	0	very good
15566594	0	1	2	0	0	good
15566660	0	2	1	1	0	good
15566708	1	2	1	1	0	poor
15566891	0	2	3	1	0	fair
15566894	0	1	1	0	0	very good
15566988	1	2	3	1	0	fair
15567013	0	1	2	1	0	very good
15567114	0	1	1	0	0	poor
15567333	0	2	1	1	0	good
15567422	0	1	1	1	0	fair
15567630	1	1	3	1	0	good
15567802	0	2	2	1	0	poor
15567832	0	2	1	1	0	poor