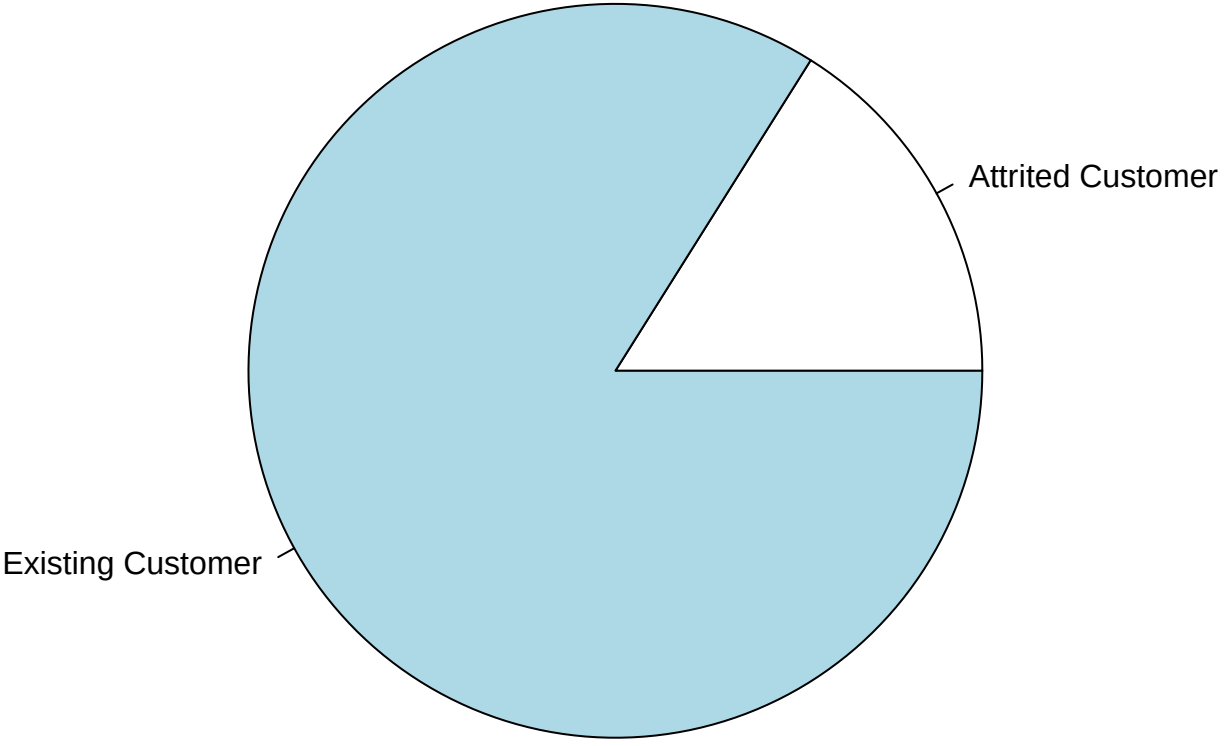
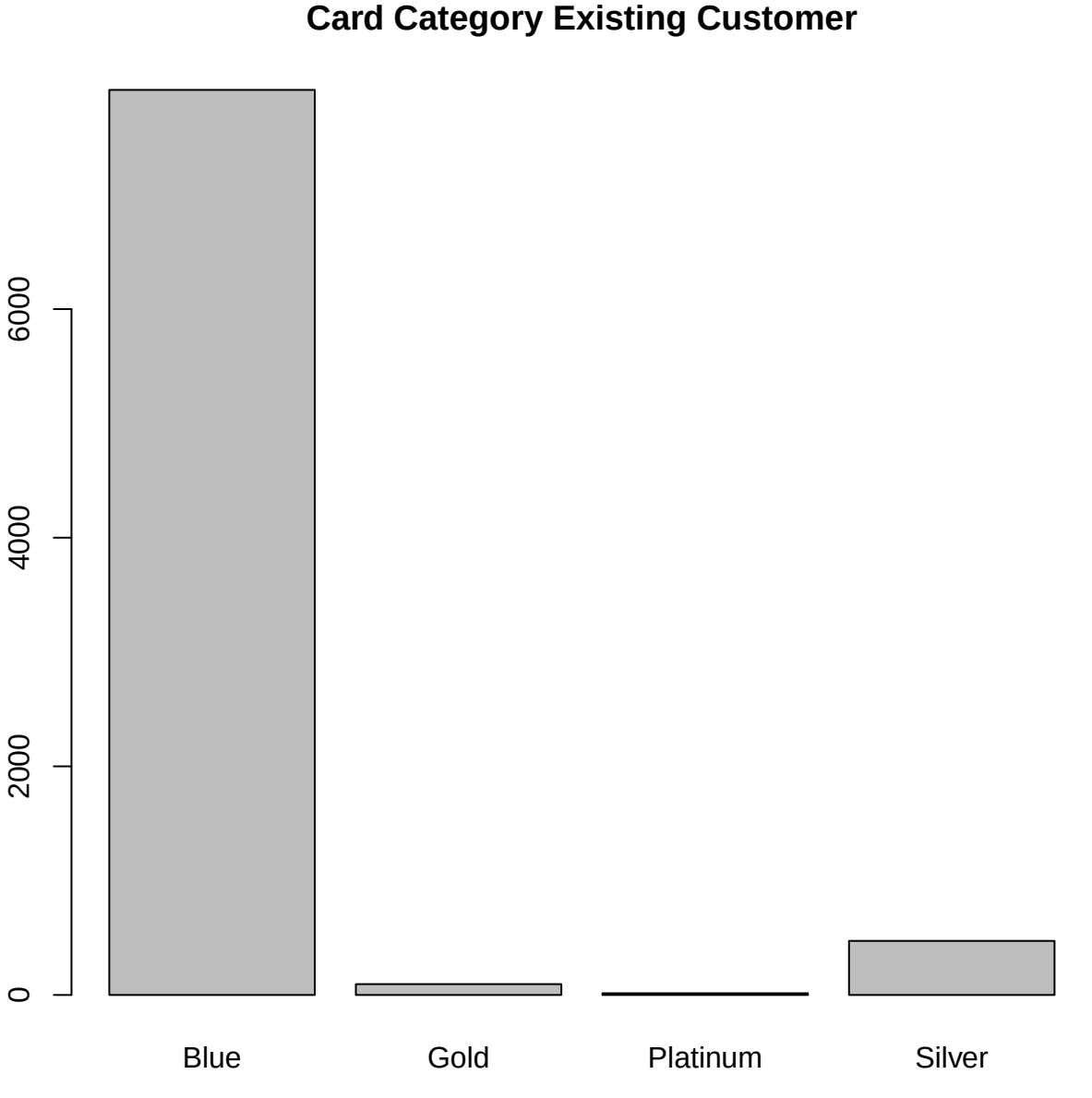
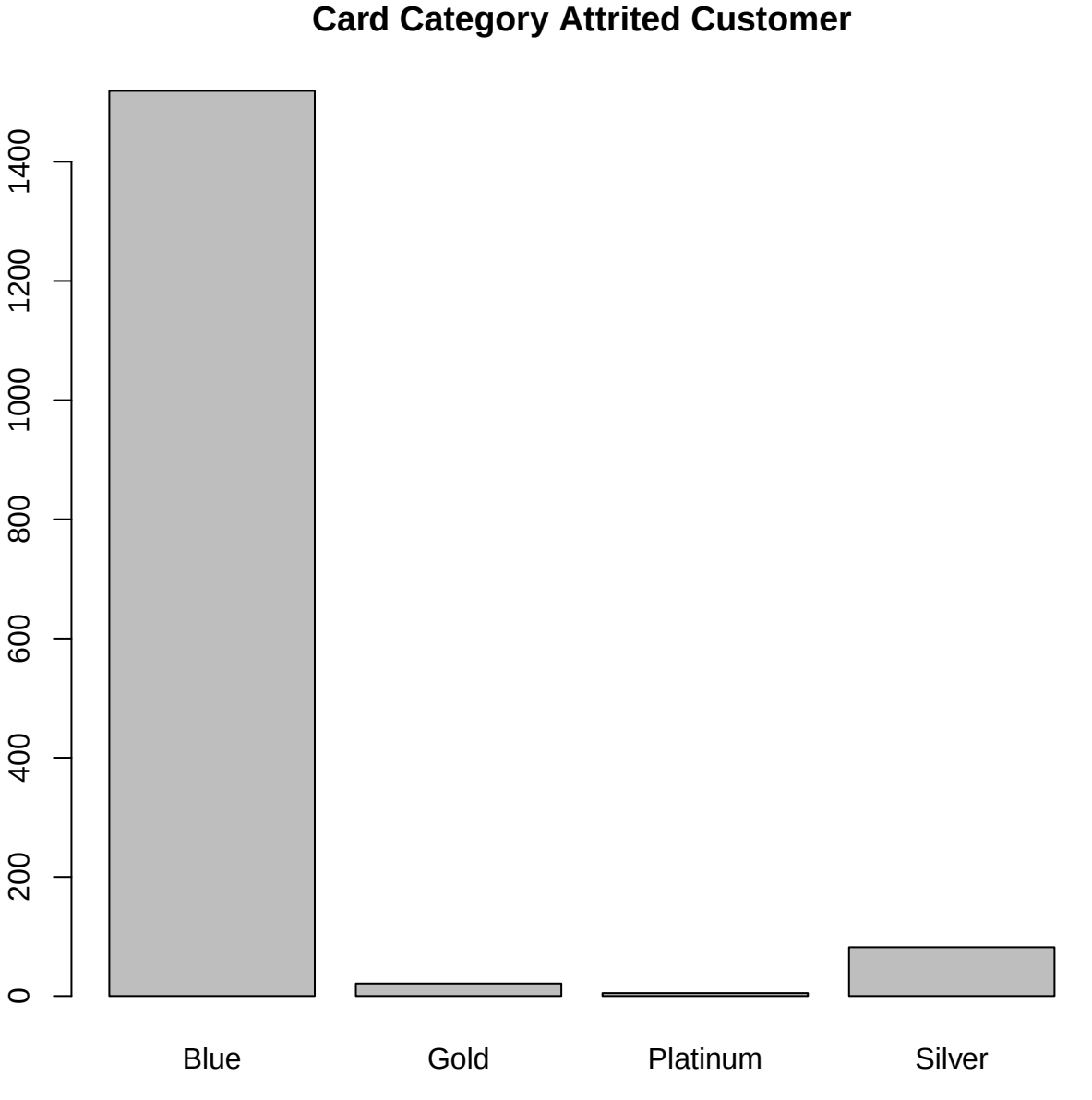
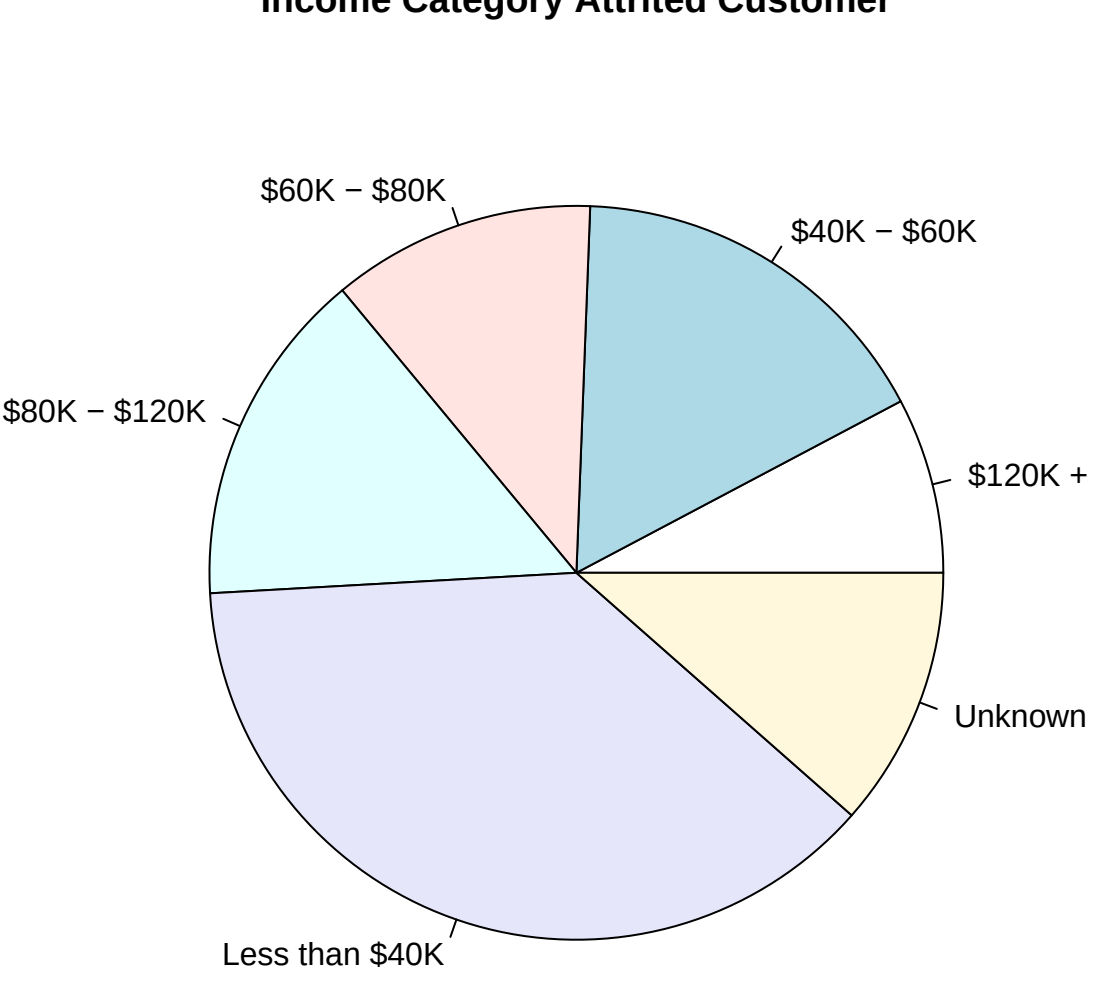
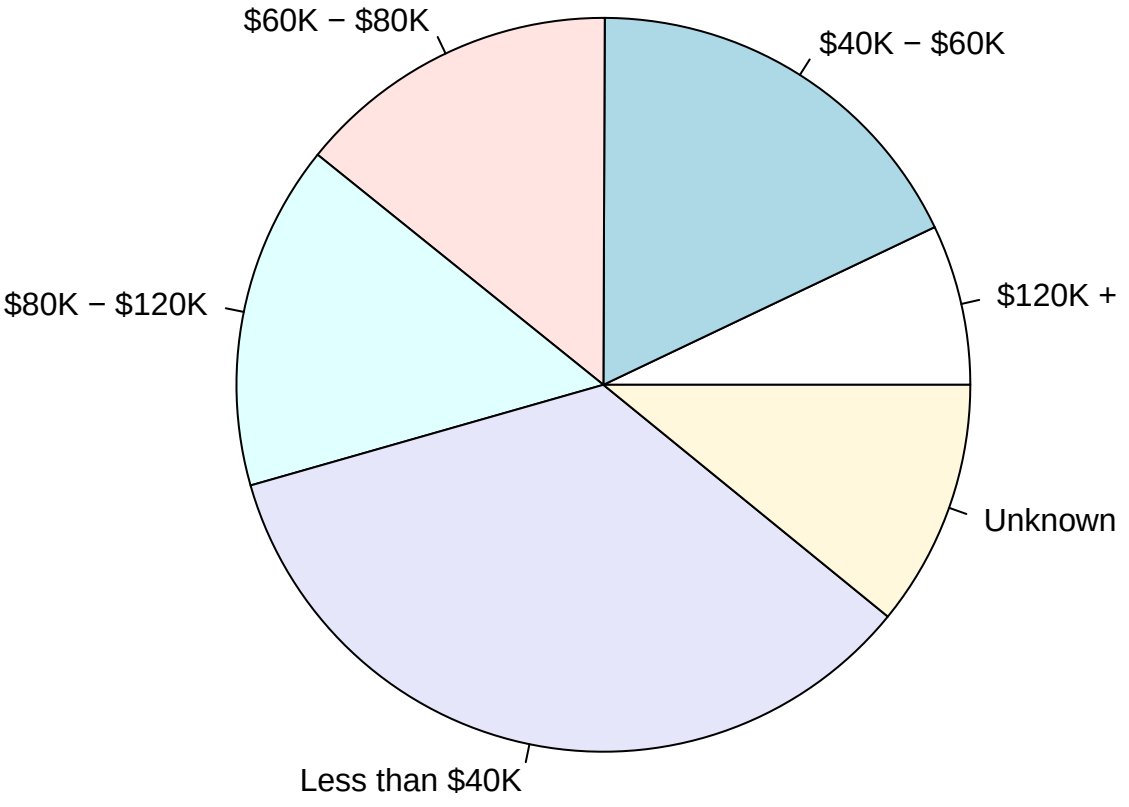

Attrited Customer
Existing Customer

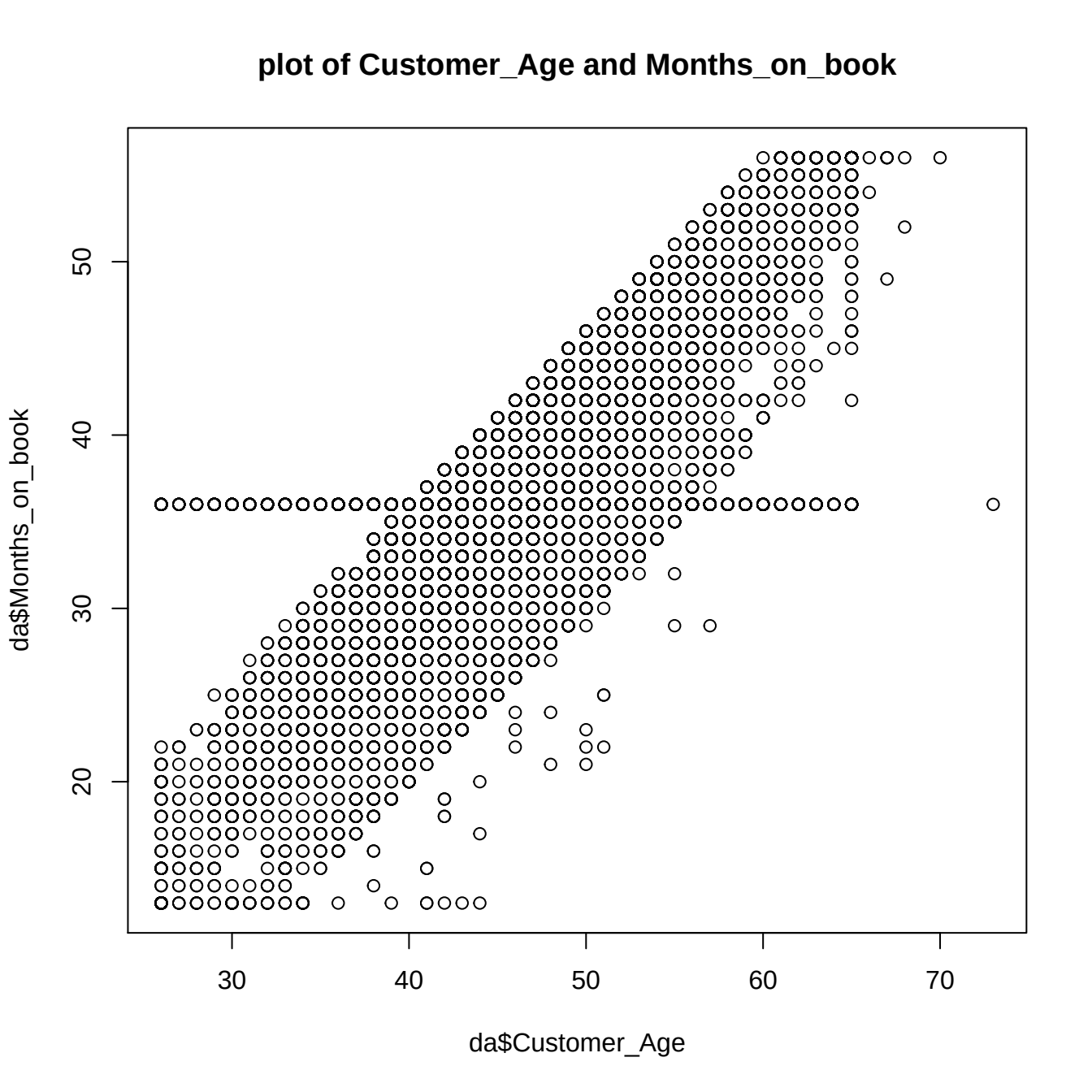

Card Category Existing Customer
0
2000
4000
6000
Blue
Gold
Platinum
Silver

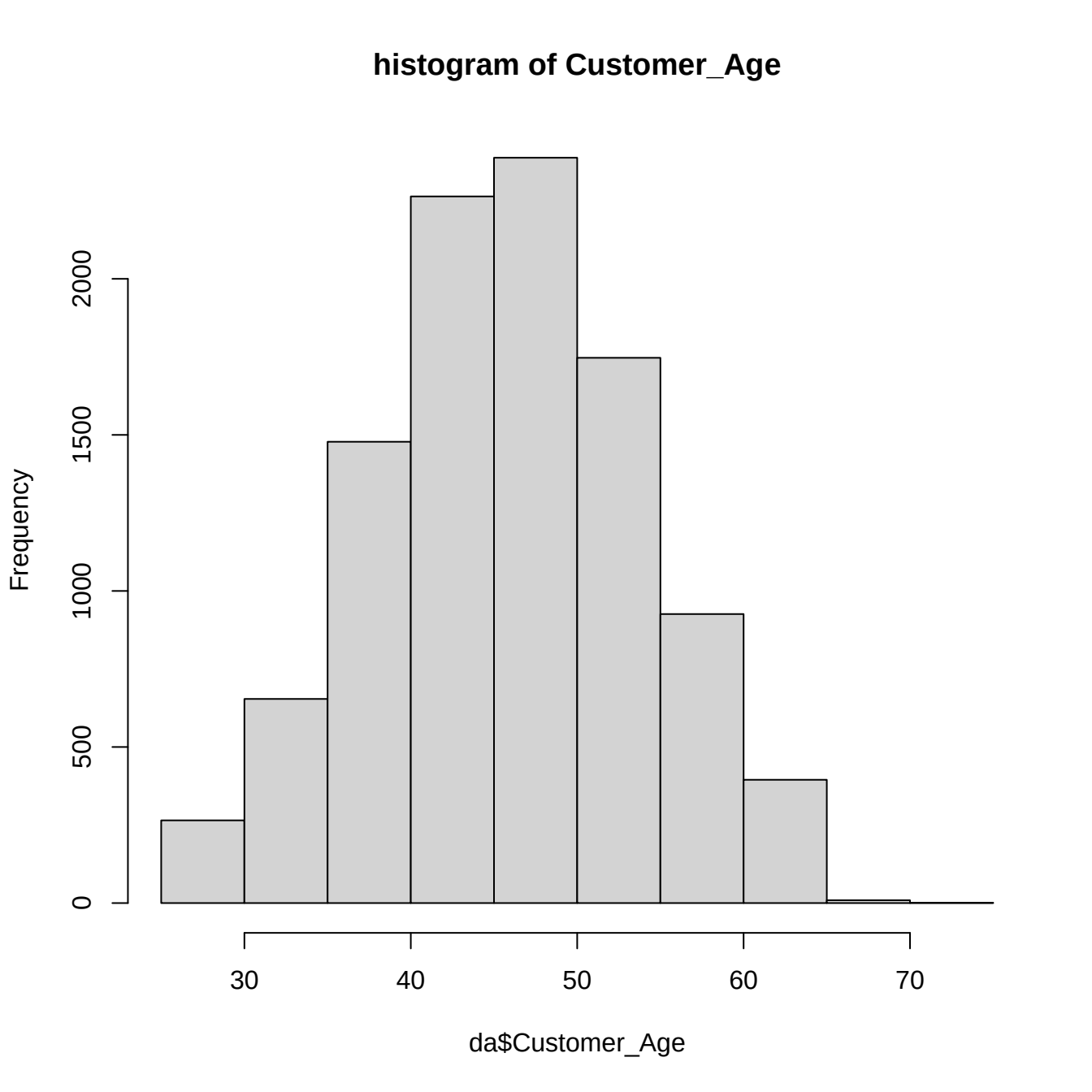

Card Category Attrited Customer
0
200
400
600
800
1000
1200
1400
Blue
Gold
Platinum
Silver

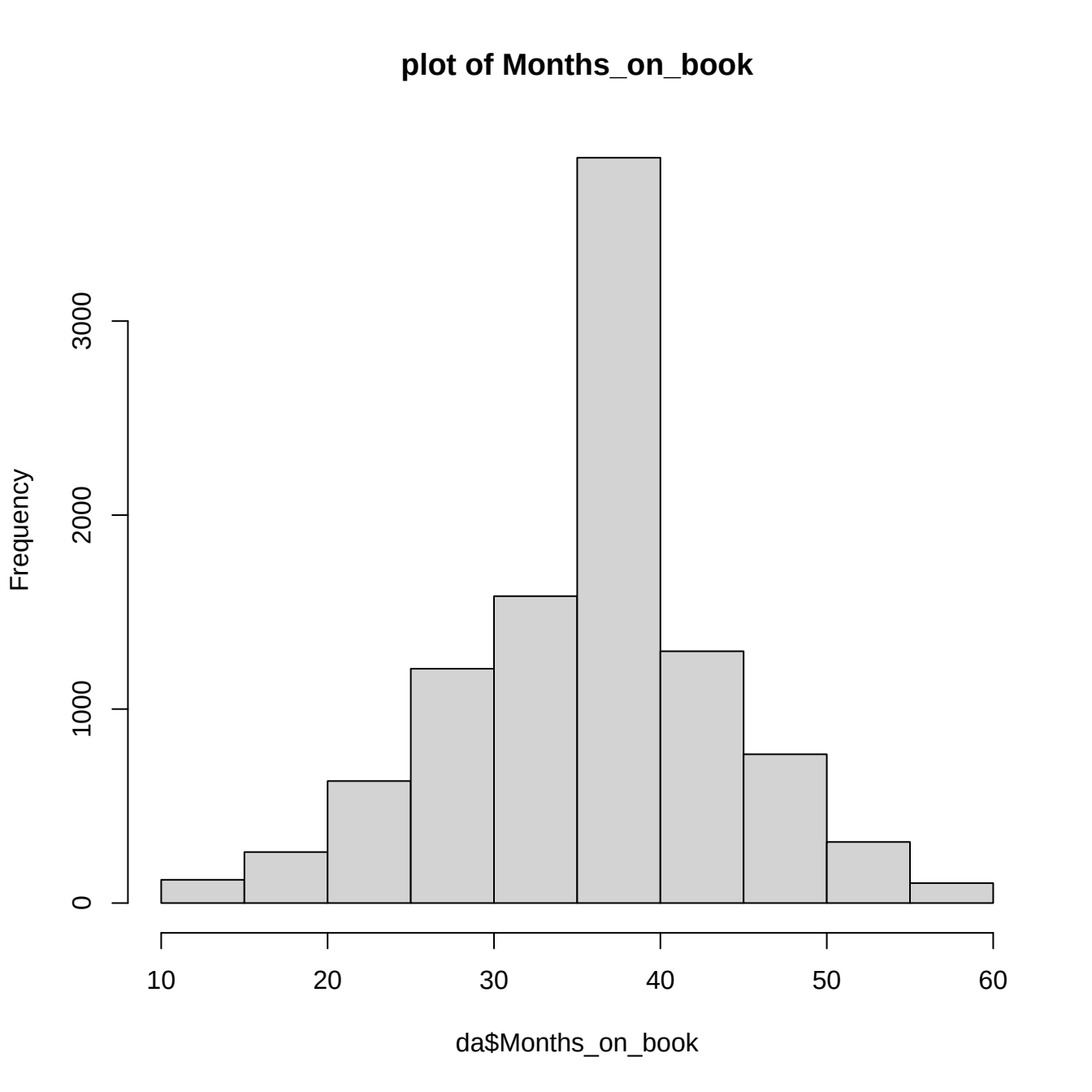

Income Category Attrited Customer
$60K − $80K
$40K − $60K
$80K − $120K
$120K +
Unknown
Less than $40K

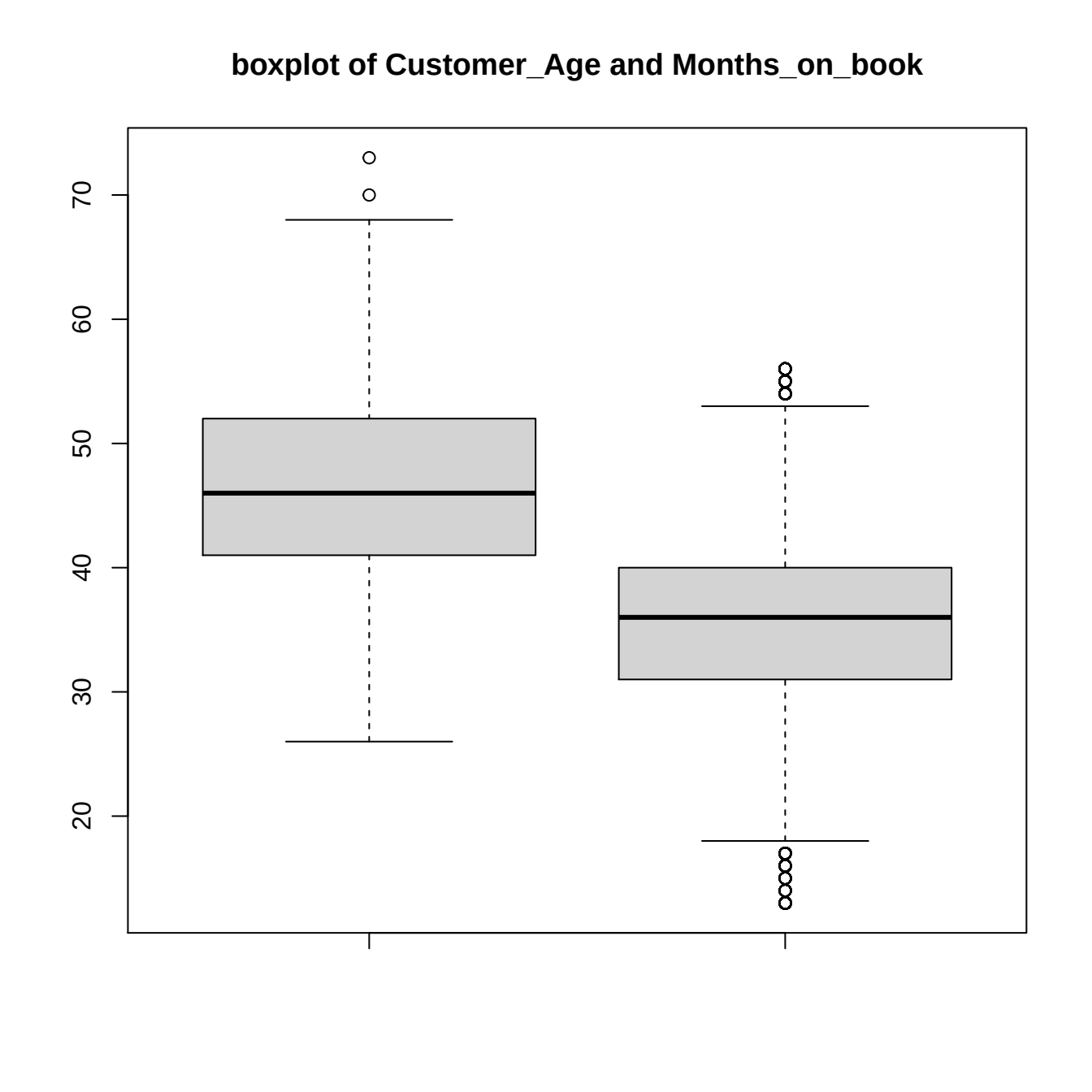
Income Category Existing Customer

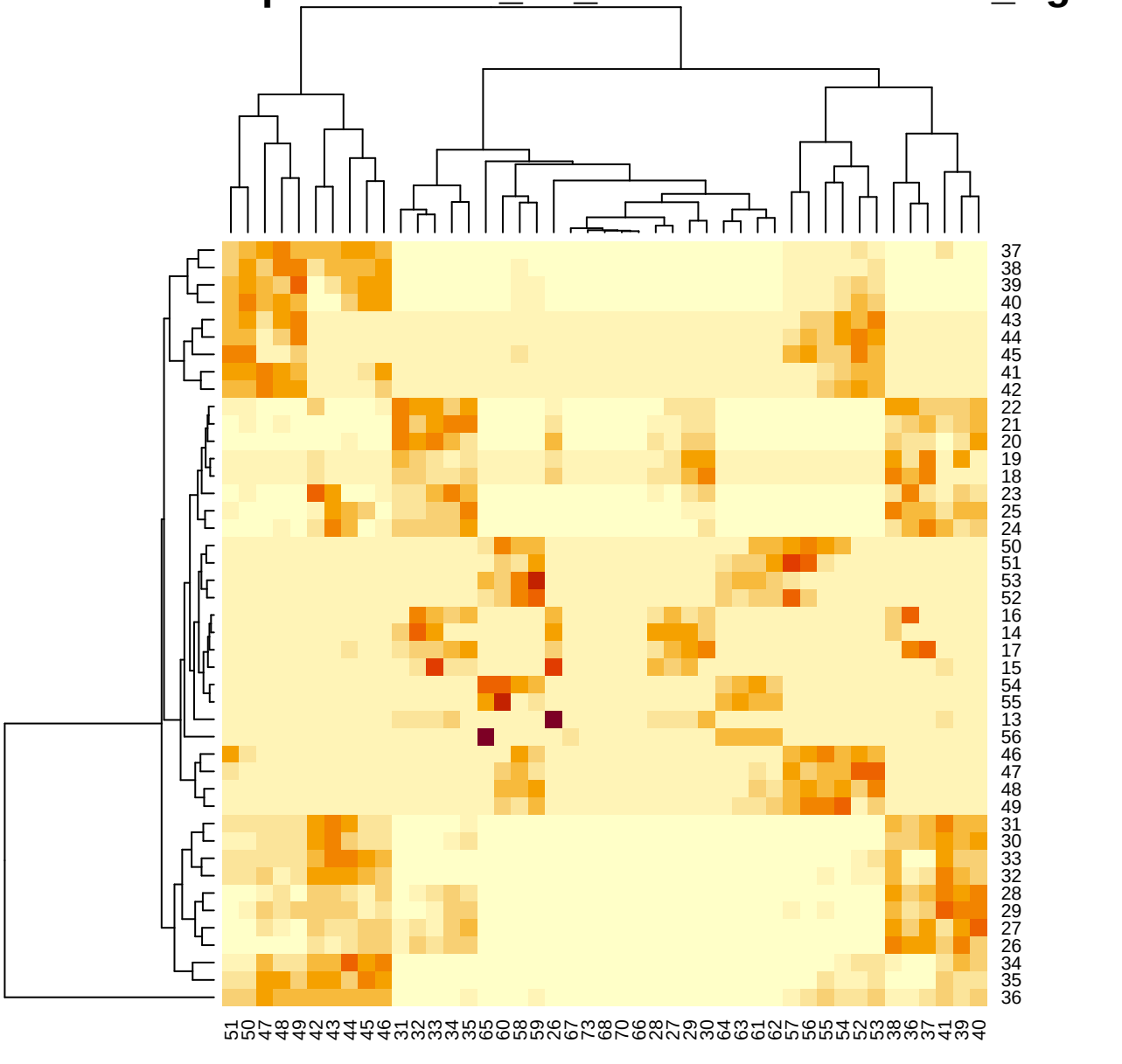


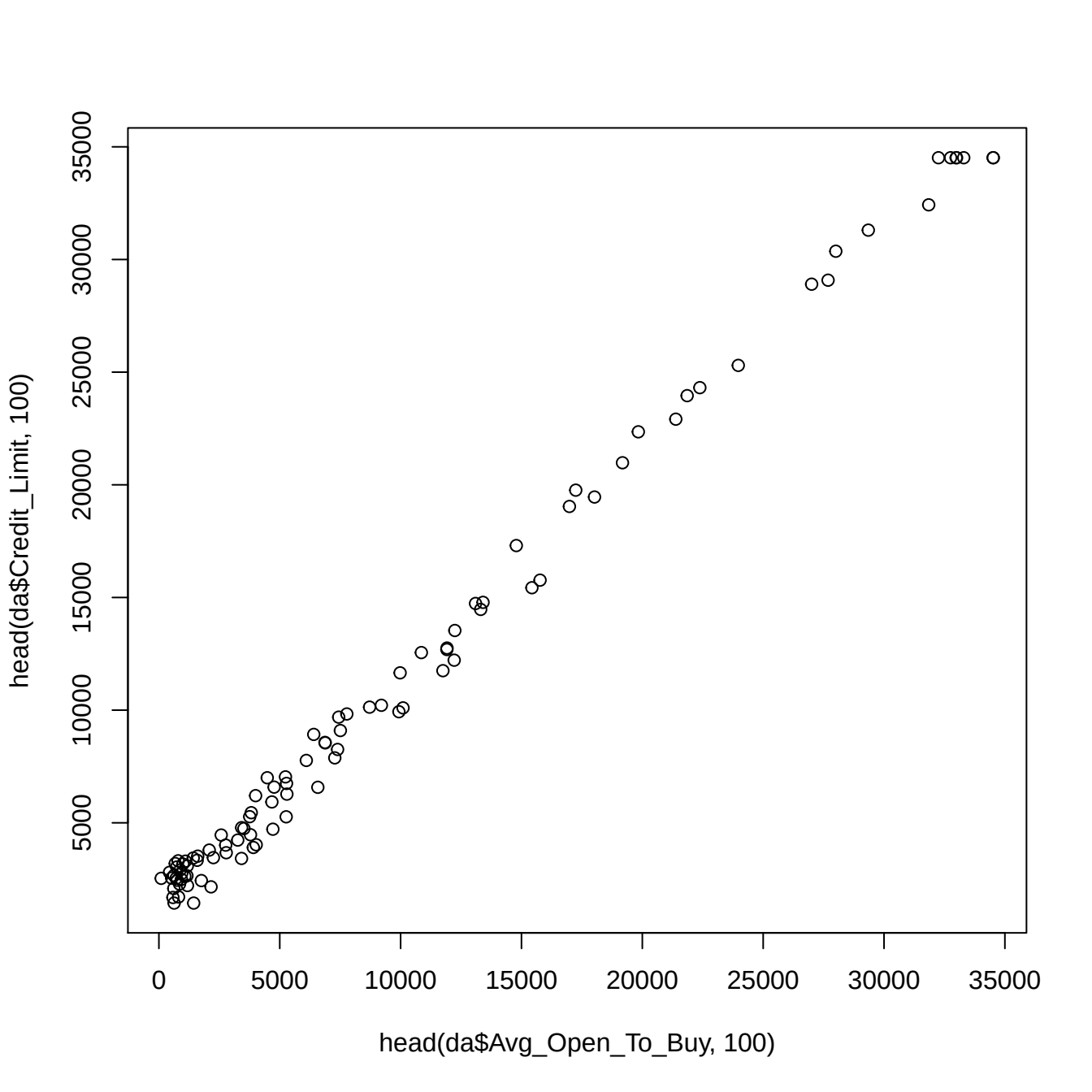

plot of Customer_Age and Months_on_book
da$Months_on_book
20
30
40
50
30
40
50
60
70
da$Customer_Age

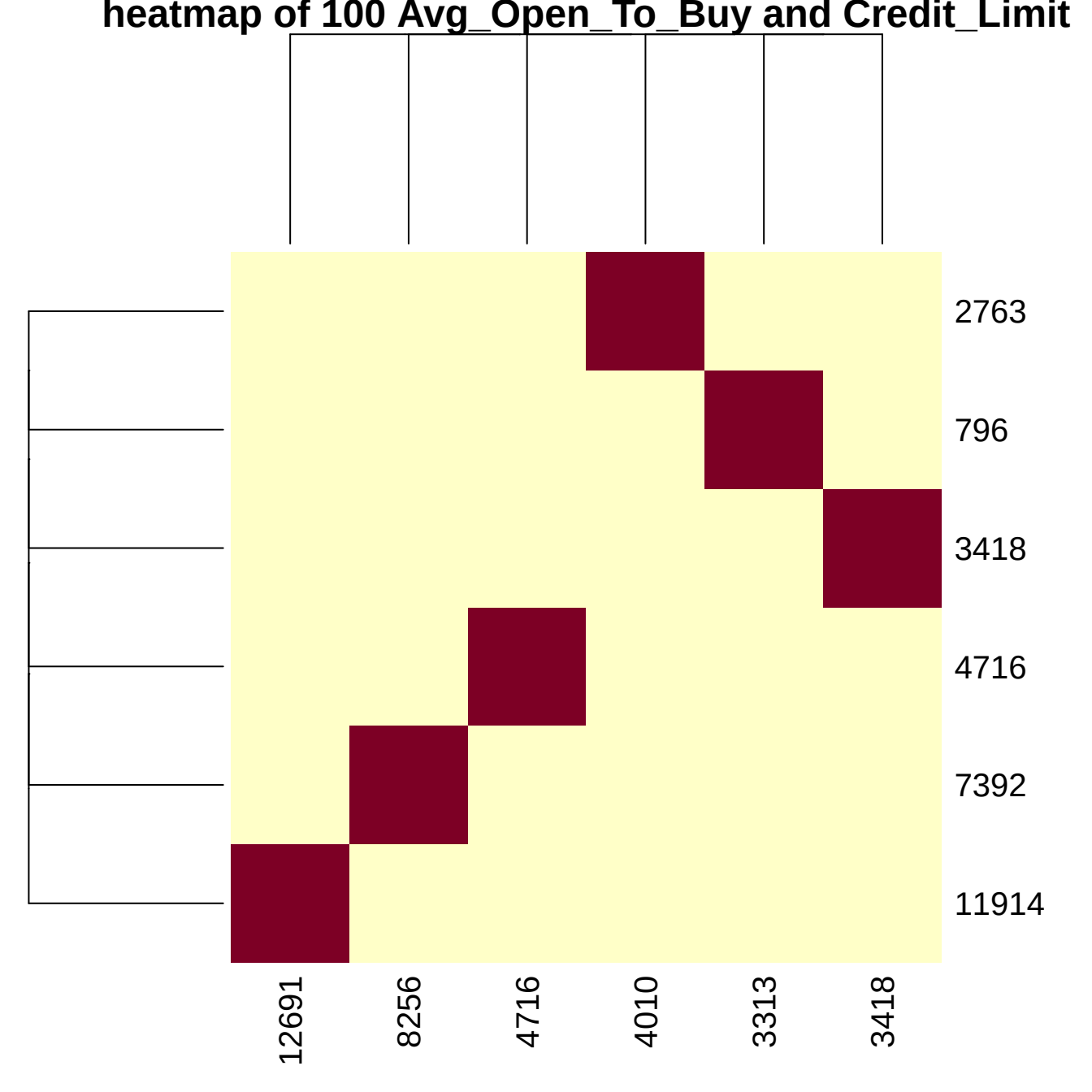

histogram of Customer_Age
Frequency
0
500
1000
1500
2000
30
40
50
60
70
da$Customer_Age

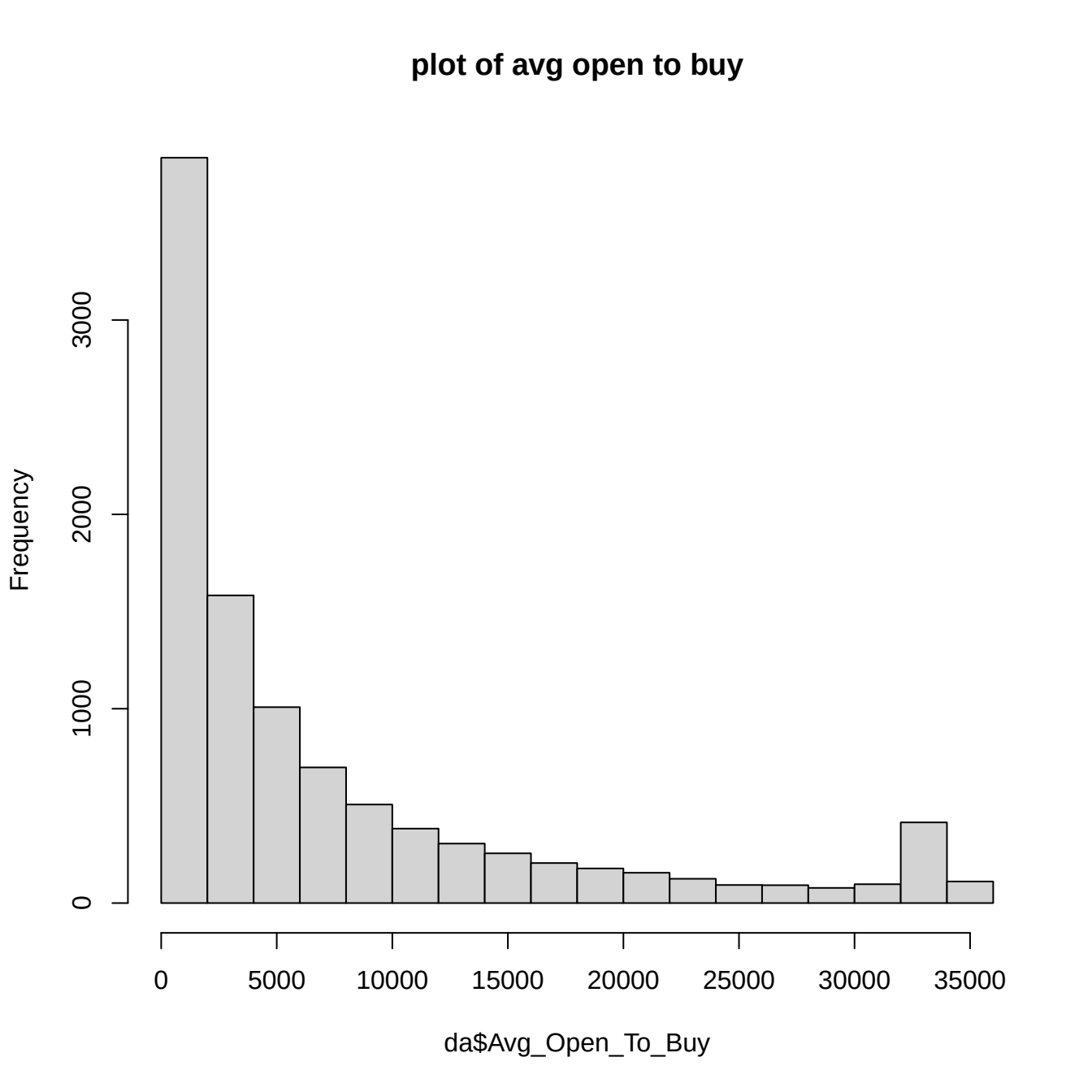

plot of Months_on_book
Frequency
0
1000
2000
3000
10
20
30
40
50
60
da$Months_on_book

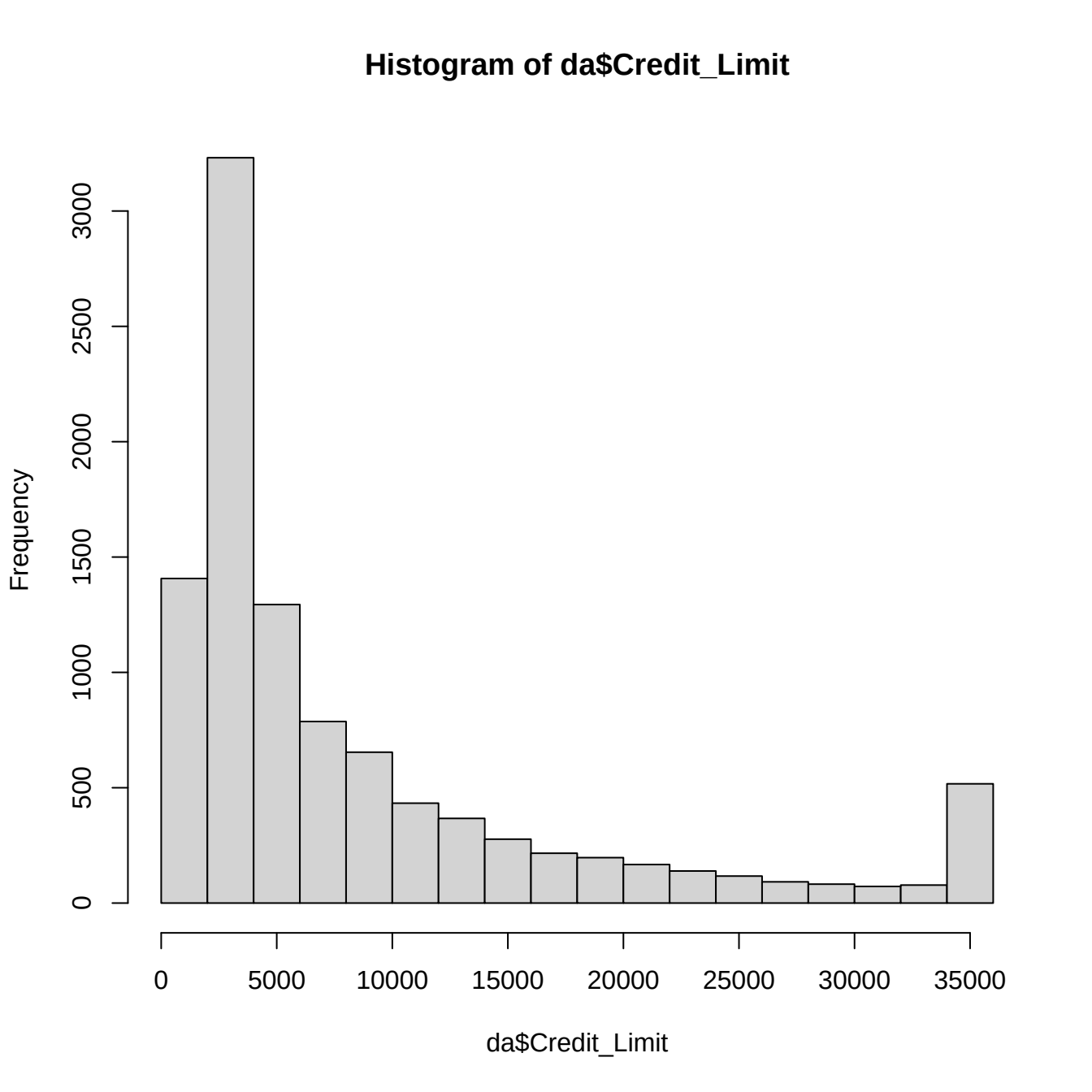

boxplot of Customer_Age and Months_on_book
70
60
50
40
30
20

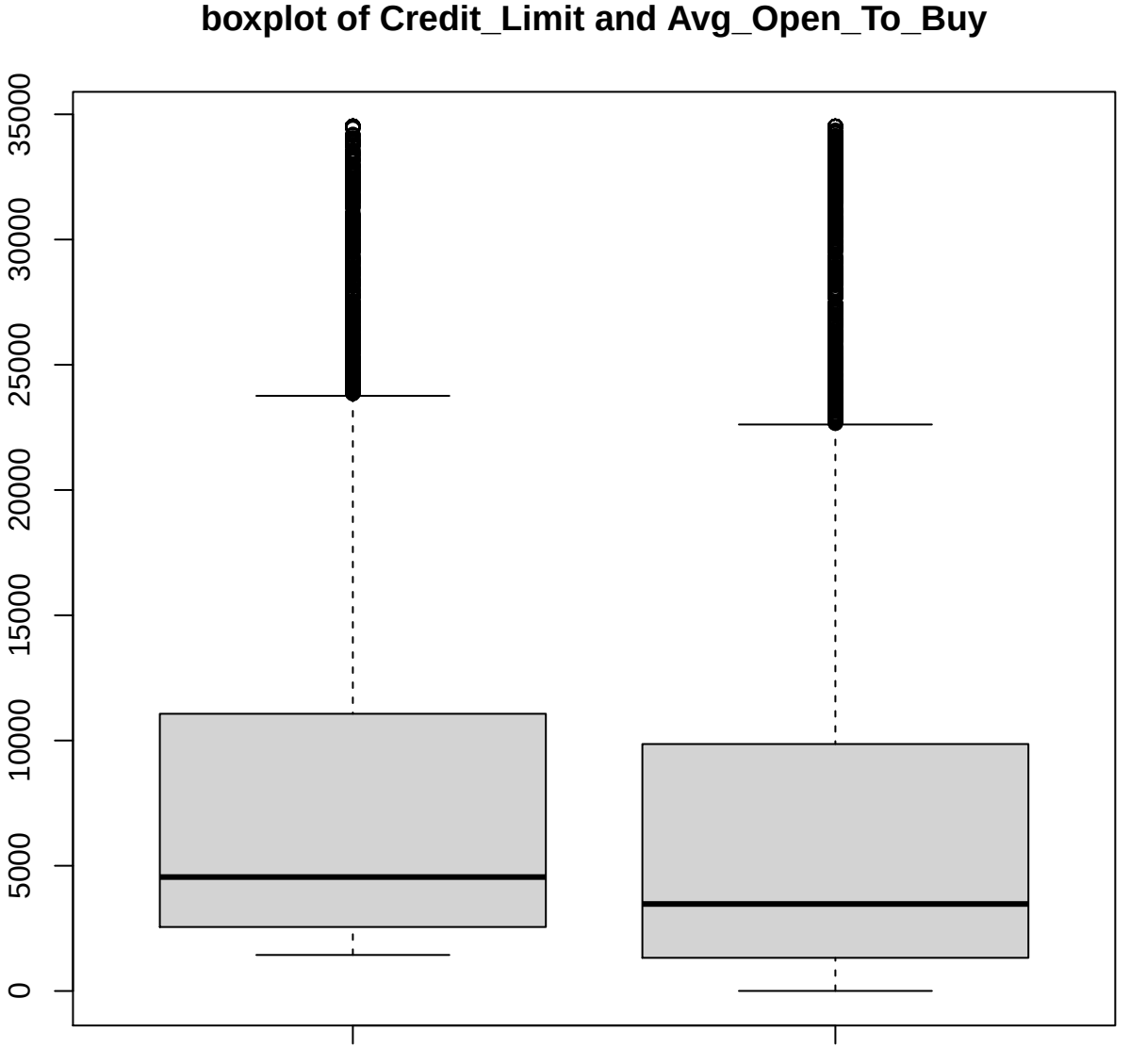

heatmap of Months_on_book and Customer_Age
37
38
39
40
43
44
45
41
42
22
21
20
19
18
23
25
24
50
51
53
52
16
14
17
15
54
55
13
56
46
47
48
49
31
30
33
32
28
29
27
26
34
35
36
51 50 47 48 49 42 43 44 45 46 31 32 33 34 35 65 60 58 59 26 67 73 68 70 66 28 27 29 30 64 63 61 62 57 56 55 54 52 53 38 36 37 41 39 40

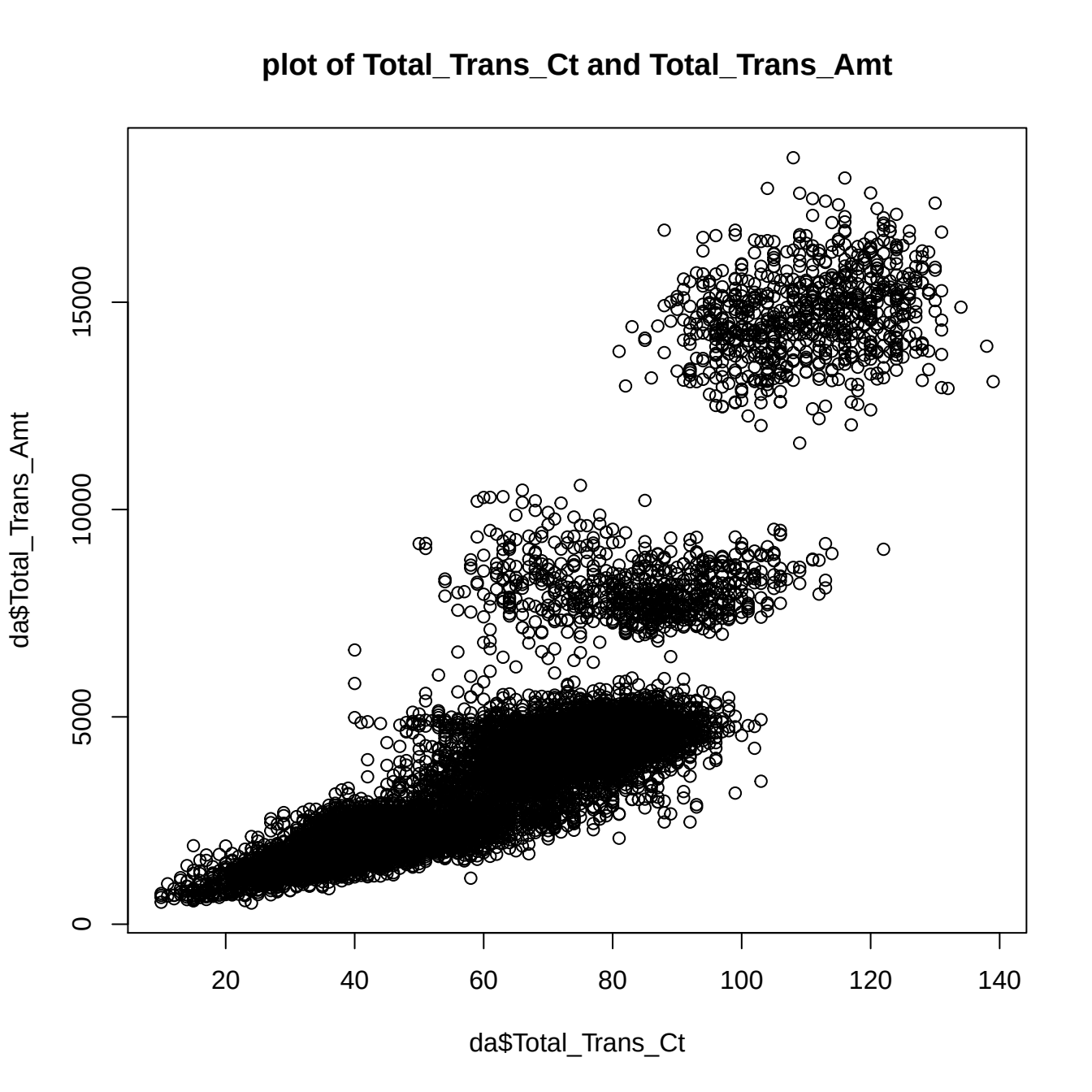

head(da$Credit_Limit, 100)
35000
30000
25000
20000
15000
10000
5000
0
5000
10000
15000
20000
25000
30000
35000
head(da$Avg_Open_To_Buy, 100)

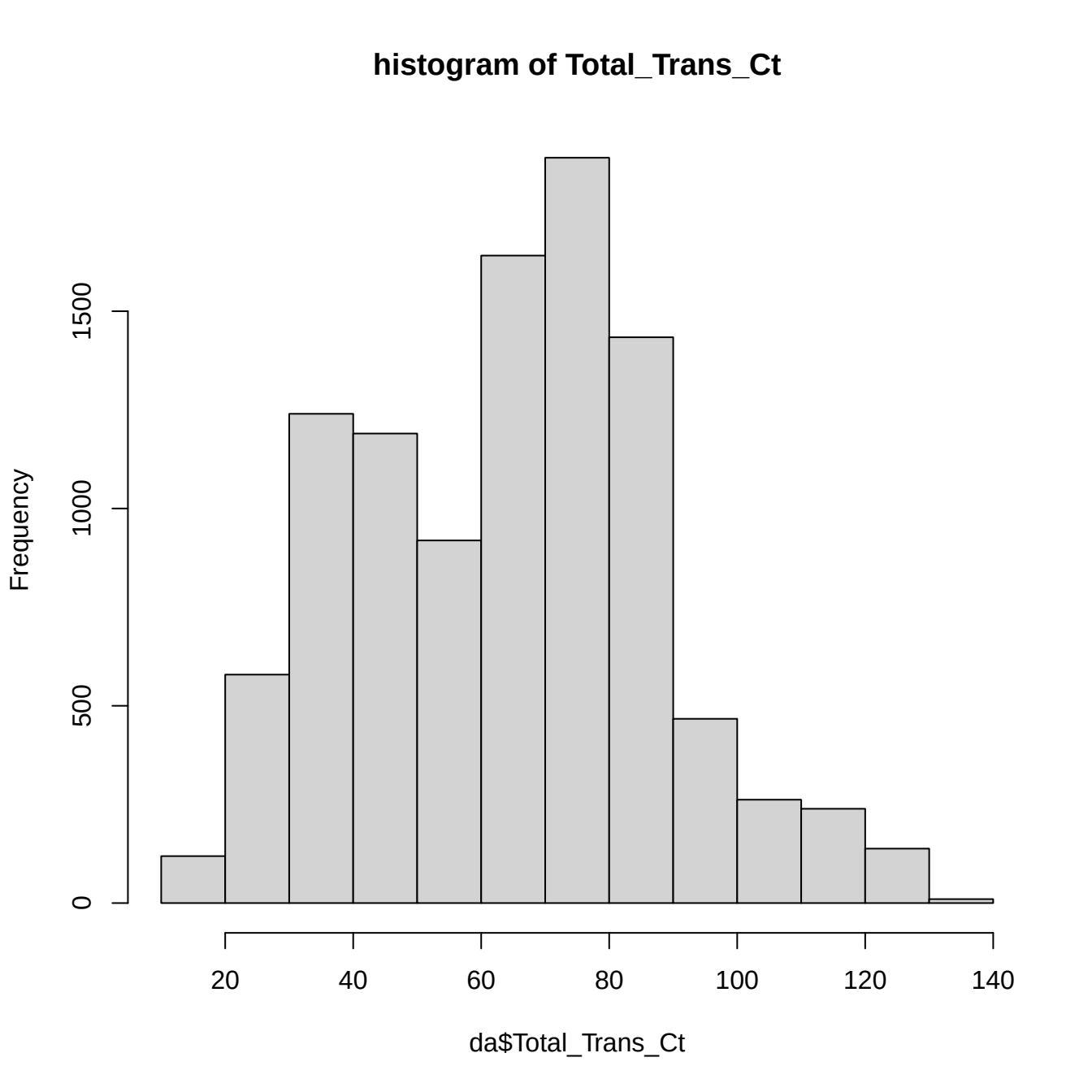

heatmap of 100 Avg_Open_To_Buy and Credit_Limit
2763
796
3418
4716
7392
11914
12691
8256
4716
4010
3313
3418

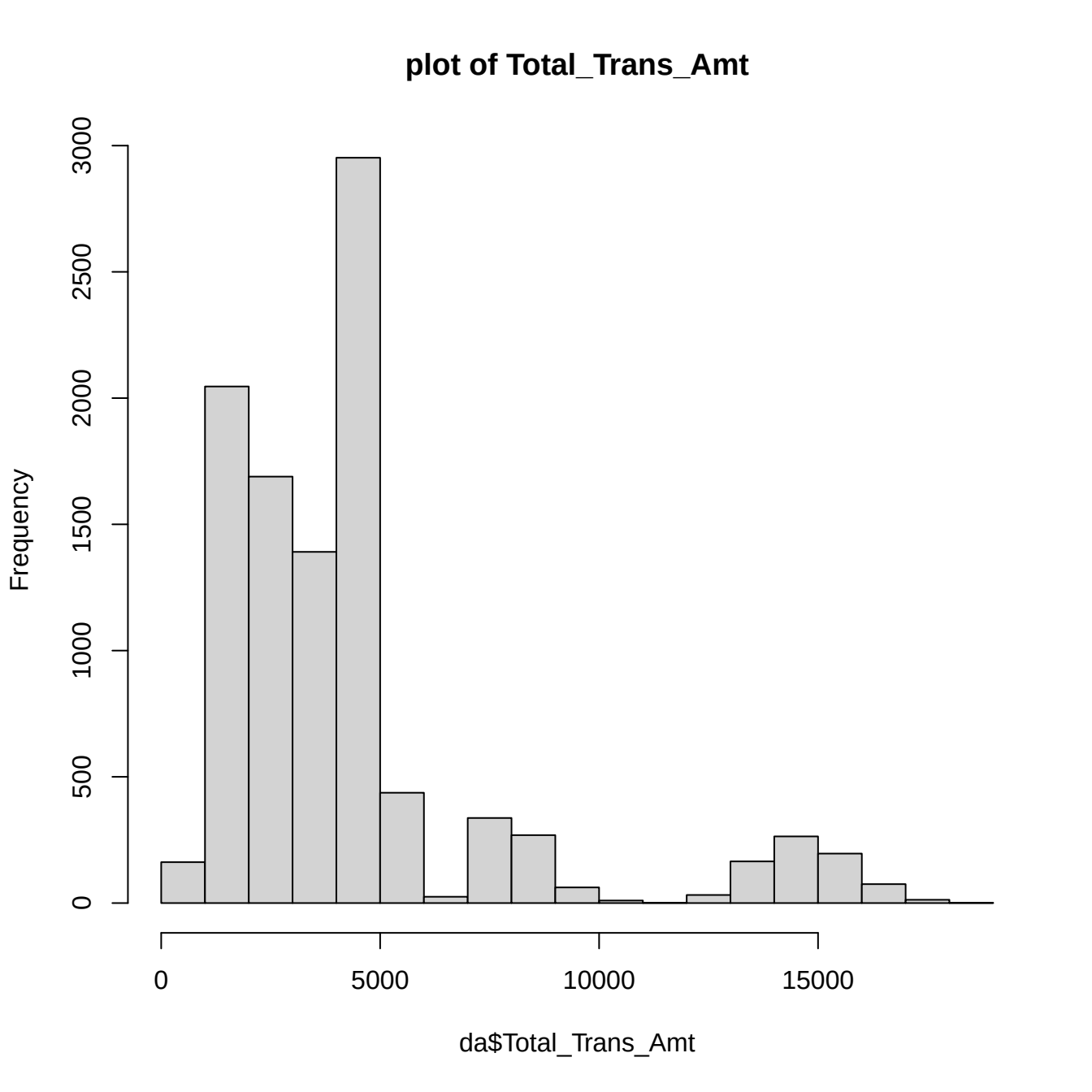

plot of avg open to buy
Frequency
0
1000
2000
3000
0
5000
10000
15000
20000
25000
30000
35000
da$Avg_Open_To_Buy

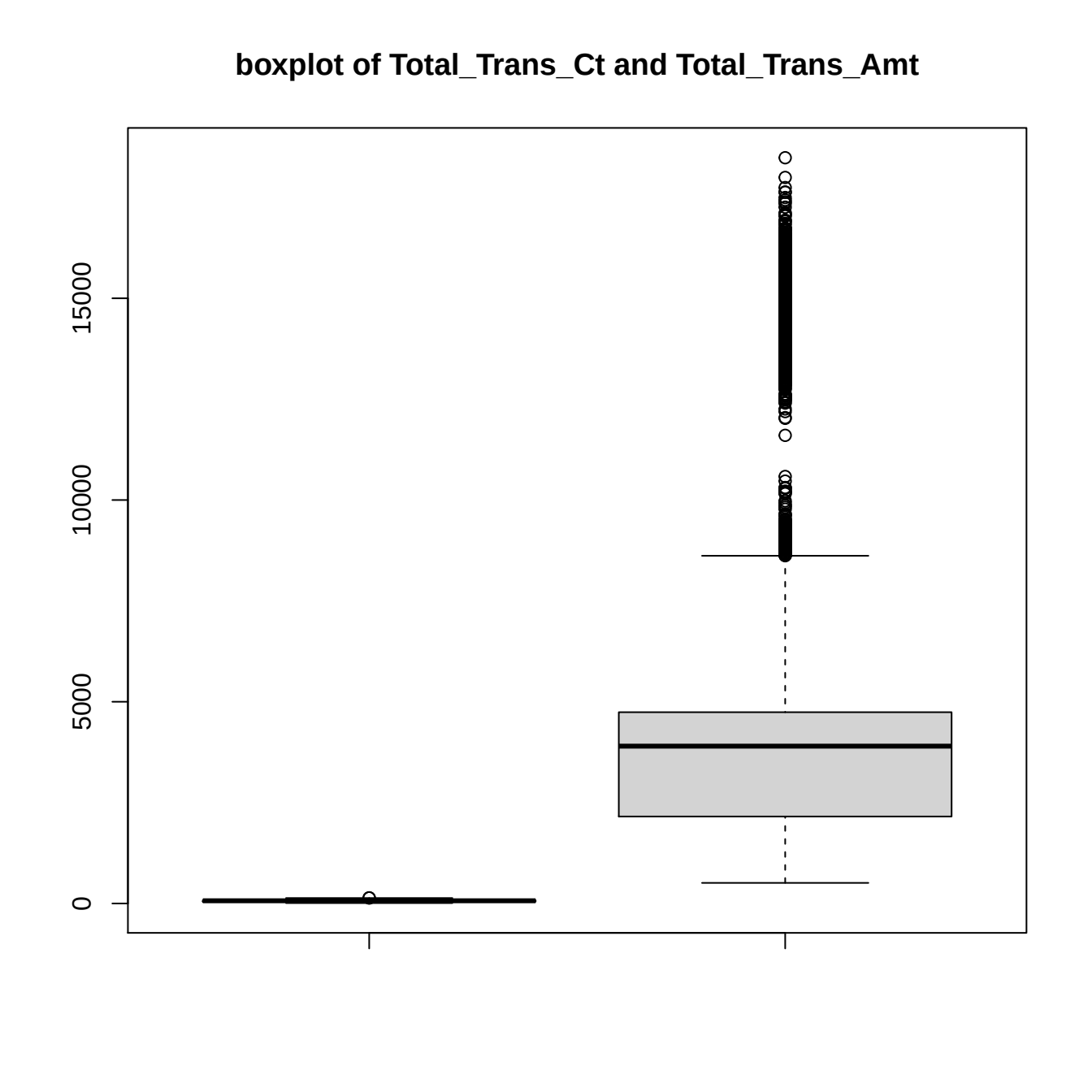

Histogram of da$Credit_Limit
Frequency
0
500
1000
1500
2000
2500
3000
0
5000
10000
15000
20000
25000
30000
35000
da$Credit_Limit

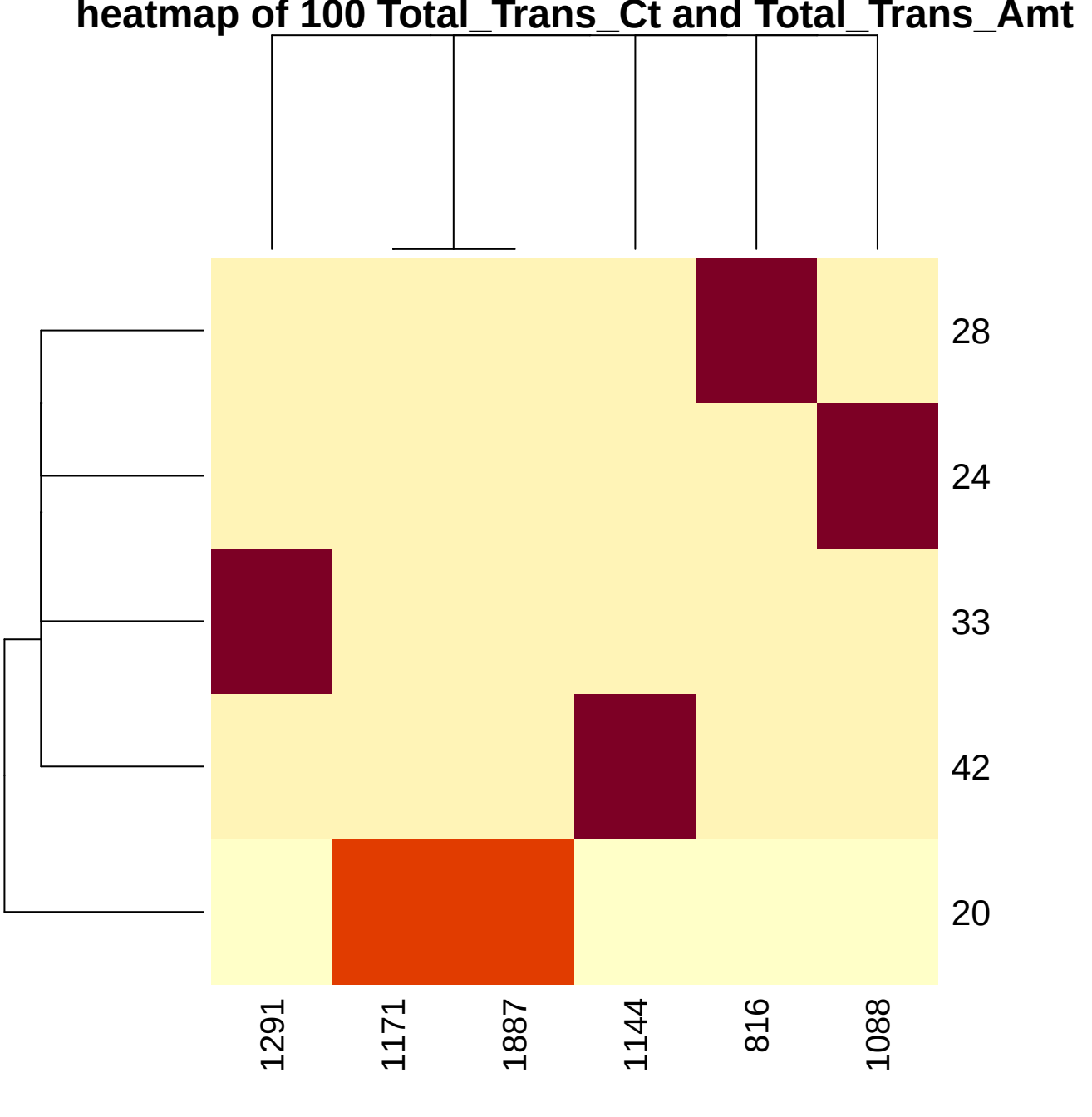

boxplot of Credit_Limit and Avg_Open_To_Buy
0
5000
10000
15000
20000
25000
30000
35000

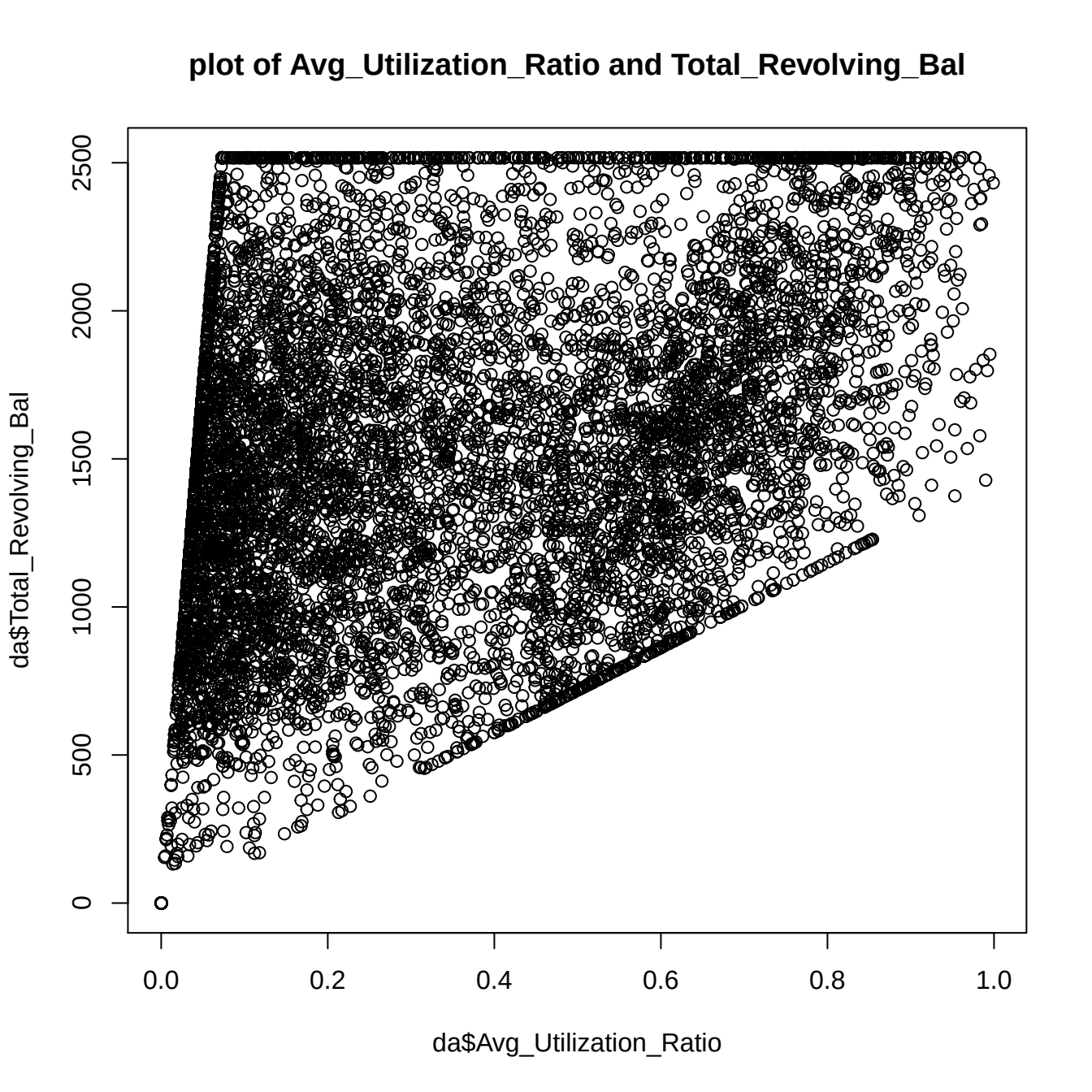

plot of Total_Trans_Ct and Total_Trans_Amt
da$Total_Trans_Amt
0
5000
10000
15000
20
40
60
80
100
120
140
da$Total_Trans_Ct

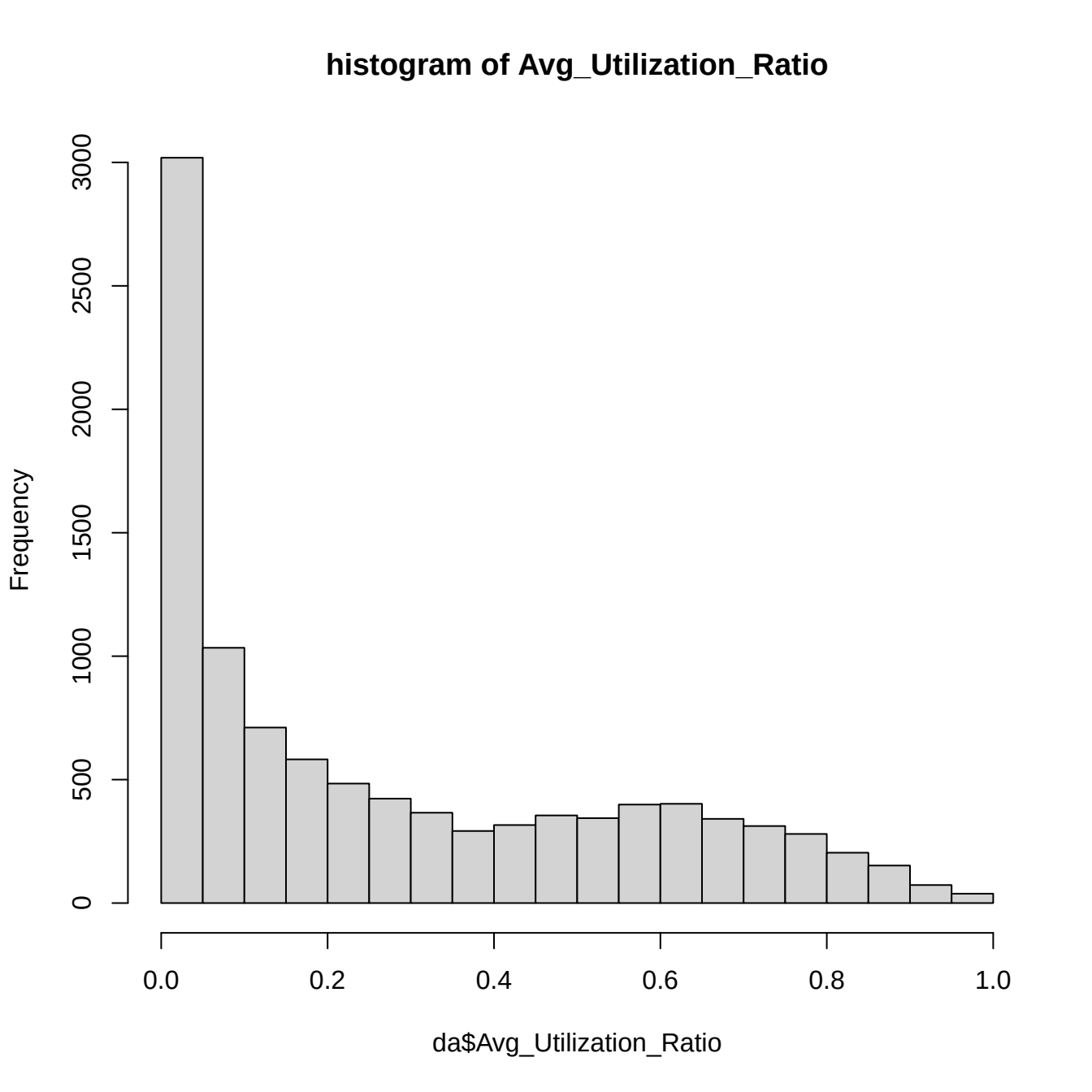

histogram of Total_Trans_Ct
Frequency
0
500
1000
1500
20
40
60
80
100
120
140
da$Total_Trans_Ct

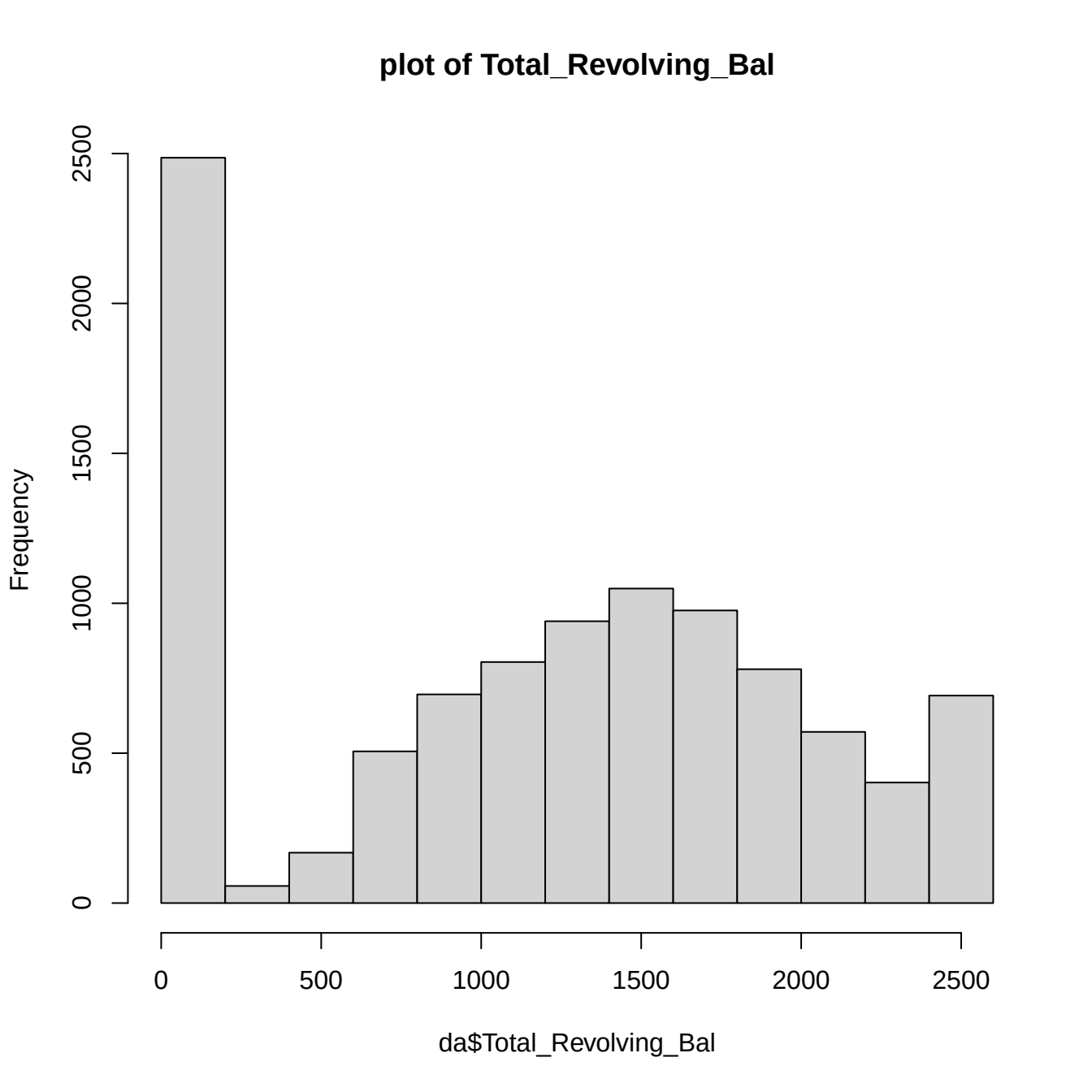

plot of Total_Trans_Amt
Frequency
0
500
1000
1500
2000
2500
3000
0
5000
10000
15000
da$Total_Trans_Amt

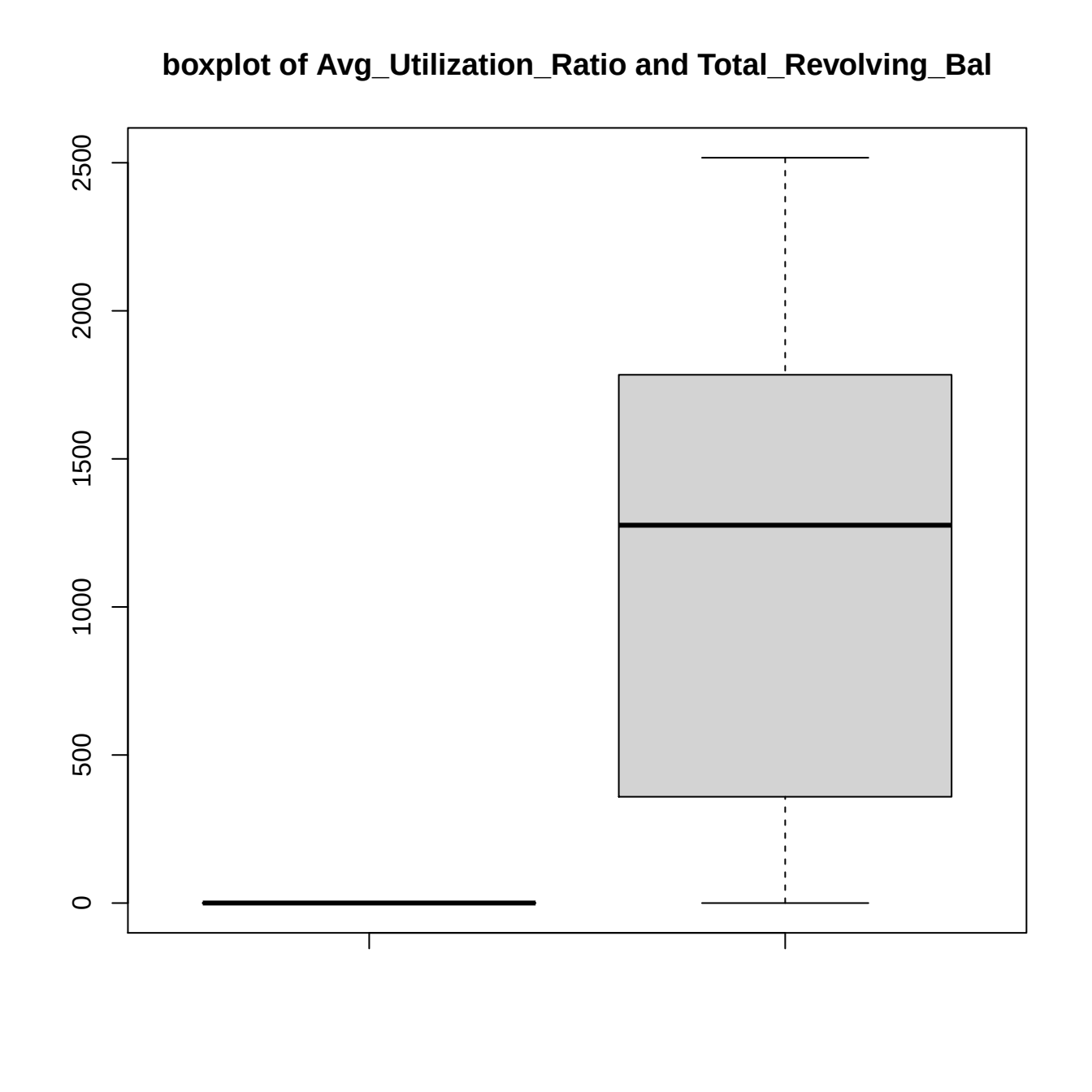

boxplot of Total_Trans_Ct and Total_Trans_Amt
0
5000
10000
15000

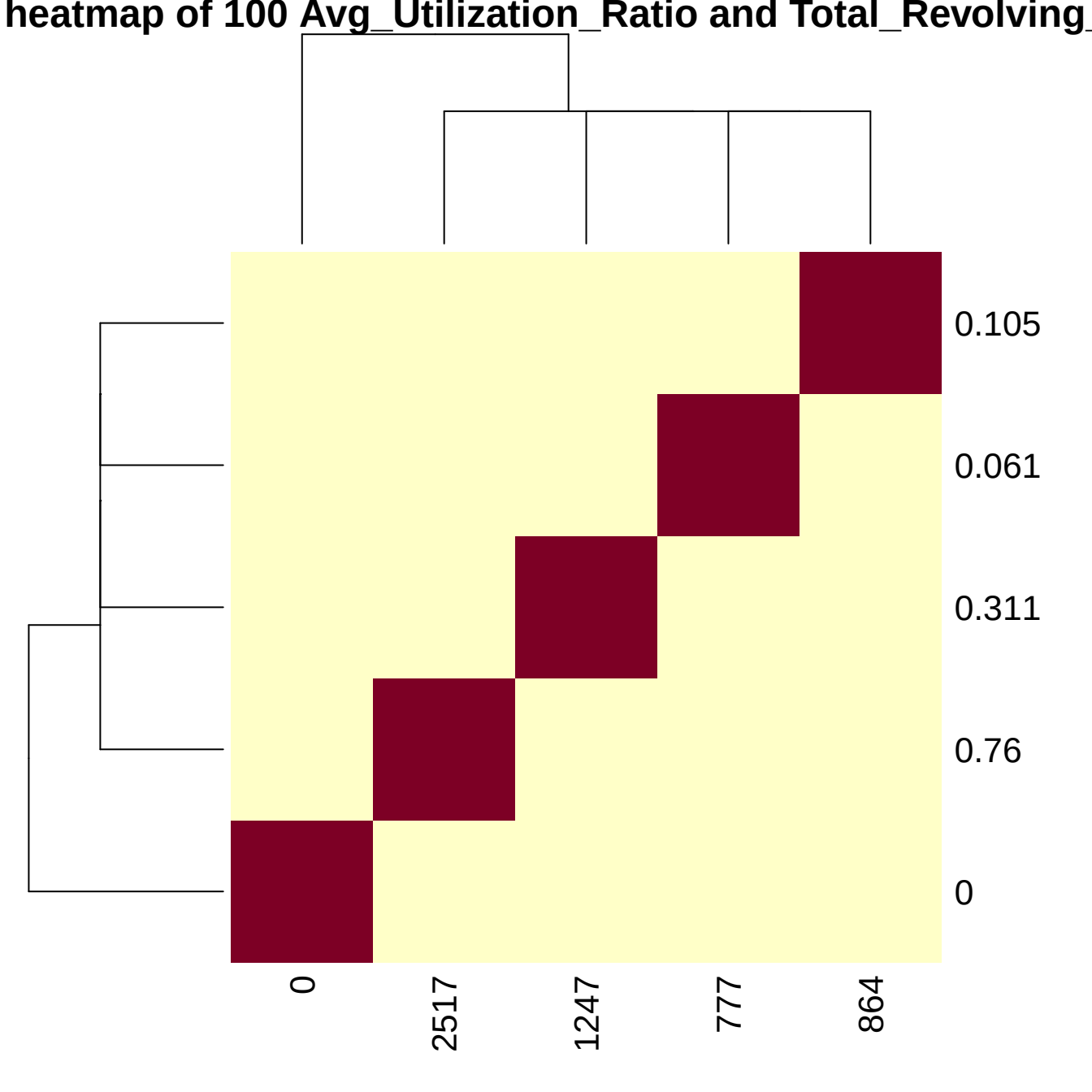

heatmap of 100 Total_Trans_Ct and Total_Trans_Amt
28
24
33
42
20
1291
1171
1887
1144
816
1088


plot of Avg_Utilization_Ratio and Total_Revolving_Bal
da$Total_Revolving_Bal
0
500
1000
1500
2000
2500
0.0
0.2
0.4
0.6
0.8
1.0
da$Avg_Utilization_Ratio


histogram of Avg_Utilization_Ratio
Frequency
0
500
1000
1500
2000
2500
3000
0.0
0.2
0.4
0.6
0.8
1.0
da$Avg_Utilization_Ratio


plot of Total_Revolving_Bal
Frequency
0
500
1000
1500
2000
2500
0
500
1000
1500
2000
2500
da$Total_Revolving_Bal


boxplot of Avg_Utilization_Ratio and Total_Revolving_Bal
0
500
1000
1500
2000
2500


heatmap of 100 Avg_Utilization_Ratio and Total_Revolving_
0.105
0.061
0.311
0.76
0
0
2517
1247
777
864