**Banking Customer Churn Analysis Report**

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A screenshot of a graph

AI-generated content may be incorrect.

**1. Overview**

The Customer Churn Analysis dashboard provides insights into customer attrition, analyzing various factors such as geography, credit score, complaints, gender, age, tenure, and product usage. The primary goal is to identify trends that contribute to customer churn and develop strategies to mitigate it.

**2. Key Metrics**

* **Total Customers:** 10,000
* **Churn Rate:** 20.38%
* **Customer Lifetime Value (CLV):** 503.03K
* **Average Customer Satisfaction Score:** 3.01/5

**3. Churn Analysis by Different Factors**

**3.1 Churn by Geography**

* Germany has the highest number of customers affected by churn, followed by France and Spain.
* **Customer Distribution:**
  + Germany: 814 customers
  + France: 811 customers
  + Spain: 413 customers

**3.2 Churn vs. Non-Churned Customers**

* **Churned Customers:** 2,040 (20.38%)
* **Non-Churned Customers:** 7,960 (79.62%)

**3.3 Churn Based on Complaints Raised**

* Only 0.49% of the customers who raised complaints churned.
* 99.51% of customers with complaints remained with the company, indicating that complaint resolution may be effective in customer retention.

**3.4 Churn Rate Based on Gender**

* Male customers have a higher churn rate than female customers.
* **Churn Distribution:**
  + Female: 900 customers (44.11%)
  + Male: 1,140 customers (55.89%)

**3.5 Churn Based on Tenure**

* Churn is relatively higher in the initial years but stabilizes after a few years.
* Customers with a tenure of 5-10 years exhibit lower churn rates.

**3.6 Churn Based on Credit Score**

* Customers with lower credit scores (300-579) show higher churn rates.
* Customers with credit scores above 740 have the lowest churn rates.

**3.7 Churn Rate by Age Group**

* Churn is highest among customers aged **45-54**.
* The lowest churn rate is observed in the **18-24** age group.

**3.8 Churn Based on Number of Products**

* Customers who have only **one product** are more likely to churn.
* Churn decreases as the number of products increases, indicating higher engagement and retention among customers using multiple products.

**4. Insights and Recommendations**

1. **Targeted Retention Strategies:**
   * Focus retention efforts on Germany, where churn is highest.
   * Address male customer churn with targeted loyalty programs.
2. **Improve Engagement for Low-Tenure Customers:**
   * Offer incentives for customers in their first few years to reduce churn.
3. **Enhance Customer Satisfaction:**
   * The satisfaction score is 3.01/5, indicating room for improvement.
   * Personalized customer support and service enhancements could help retain customers.
4. **Encourage Multi-Product Adoption:**
   * Since customers with multiple products churn less, cross-selling strategies should be employed.
5. **Focus on High-Risk Age Groups:**
   * Customers aged 45-54 are at a higher risk of churn and should be targeted with loyalty programs or special offers.
6. **Credit Score Considerations:**
   * Customers with lower credit scores should be offered financial assistance or alternative payment options to reduce churn risk.

**5. Conclusion**

This customer churn analysis provides valuable insights into customer attrition and its influencing factors. By implementing the recommended strategies, the company can reduce churn rates, increase customer retention, and enhance overall customer satisfaction.