Dashboard Objective:

To uncover key customer segments and risk profiles by analyzing demographic and financial attributes such as age group, geography, credit score, and churn behavior enabling strategic targeting and retention planning.

Customer Churn Analysis

10K	**2037**	**20.37%**	**651**	**₹ 76.49K**
Total Customers	Churned Customers	Churn Rate	Average credit score	Average Balance

Churned Customers by Gender

44.08%
55.92%
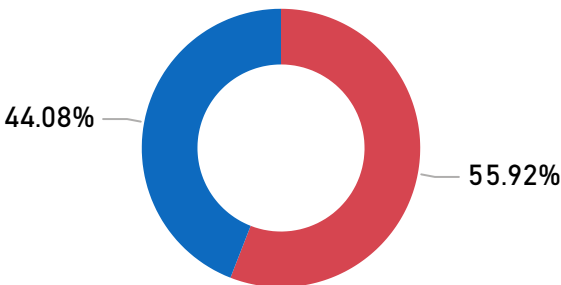
Gender ● Female ● Male

Churned Customers by Geography

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Churned Customers by Age Group
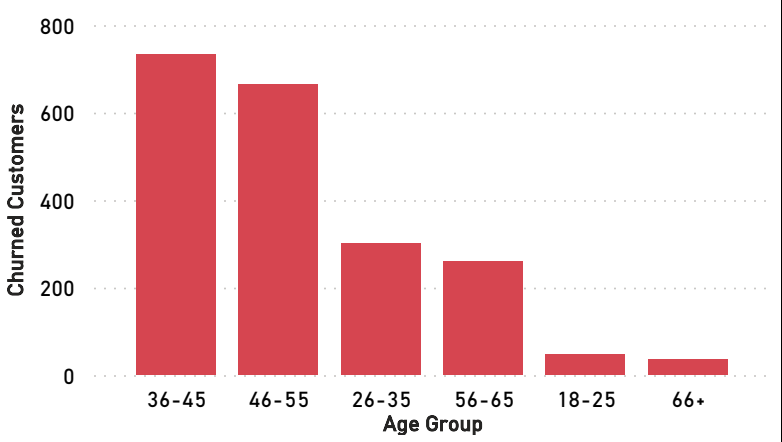
Germany has the highest churn rate among users aged 36-45.

Gender
☐ Female
☐ Male

Geography
☐ France
☐ Germany
☐ Spain

Customer Churn Analysis

71%
Credit card Usage %

52%
Active Member %

Churned Vs Retained Customers on Basis of Credit Card

HasCrCard ● 0 ● 1

Total Customers: 100%, 50%, 0%

Churn Customers: Retained, Churned
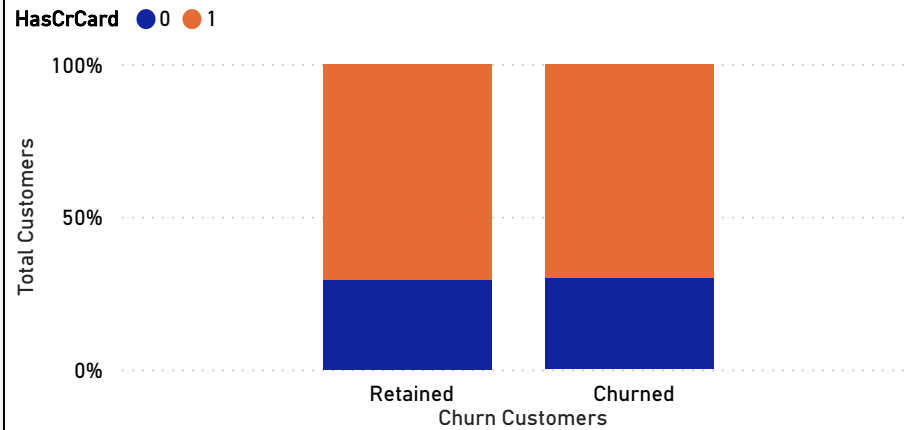
Churned Active Vs Inactive Customers

Churn Customers ● Retained ● Churned

- 13.02%
- 7.35%
- 44.16%
- 35.47%
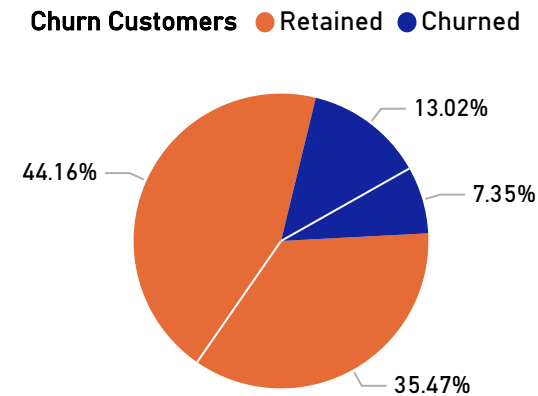
Churned Customers by Tenure

Count of Churn Customers: 400, 600, 800, 1,000

Tenure: 0, 5, 10
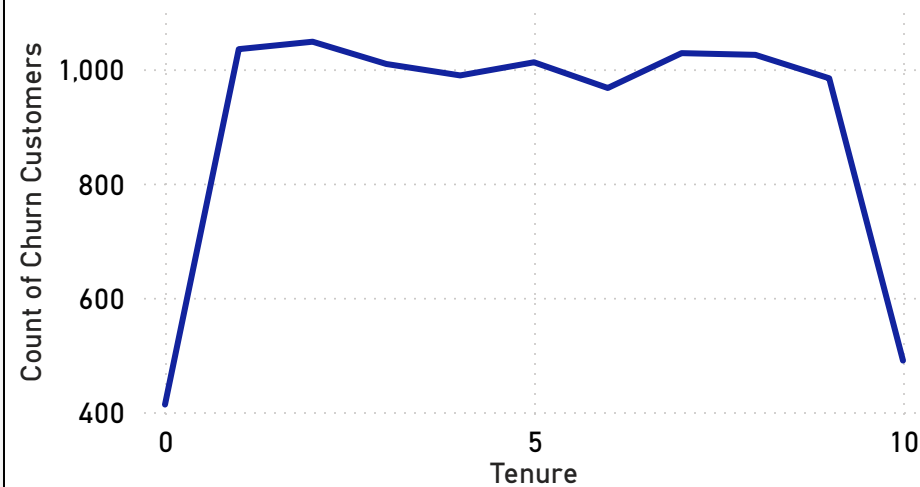
Churned Customers by Credit Score Range

Churned Customers: 0, 500, 1000

- 1263 (500-699)
- 624 (700+)
- 150 (< 500)

Credit Score Range

Gender ⌄
- ☐ Female
- ☐ Male

Geography ⌄
- ☐ France
- ☐ Germany
- ☐ Spain
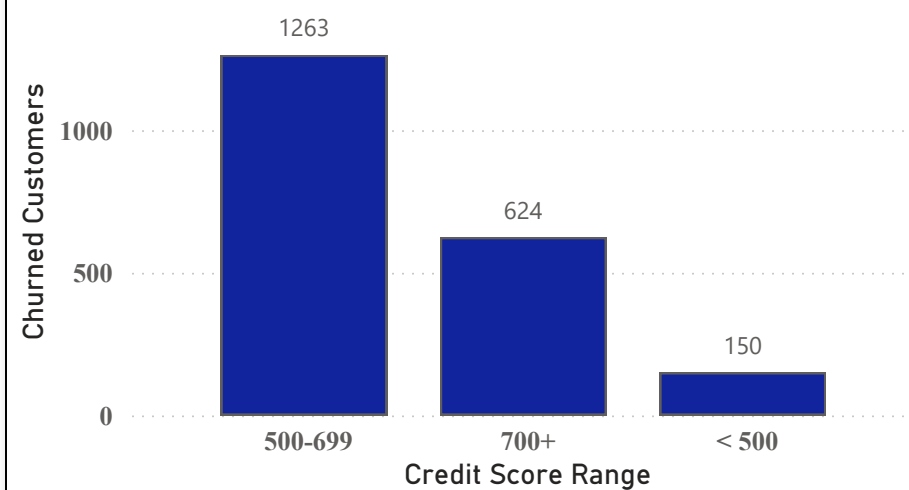
Age Group ⌄
- ☐ 18-25
- ☐ 26-35
- ☐ 36-45
- ☐ 46-55
- ☐ 56-65
- ☐ 66+

KEY INSIGHTS:

- Churn Rate is 20.37% which is relatively high; opportunity to improve with targeted campaigns.

- Germany has the highest churn, especially among customers aged 36–45.

- Customers with credit score <500 churn indicates financial vulnerability.

- Inactive customers are churning at a higher rate despite some having high balances.

- Only 52% are active members, meaning nearly half the customers are disengaged.