

# Customer churn analysis

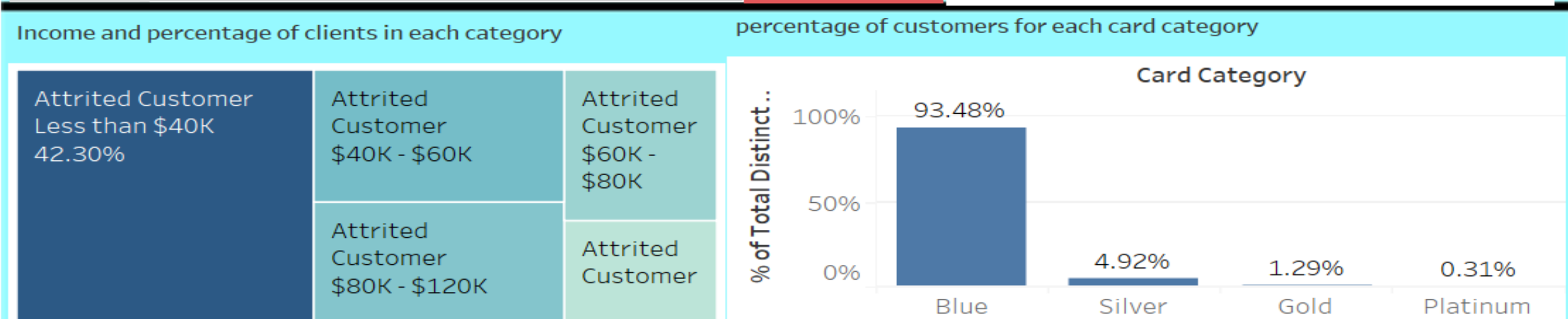
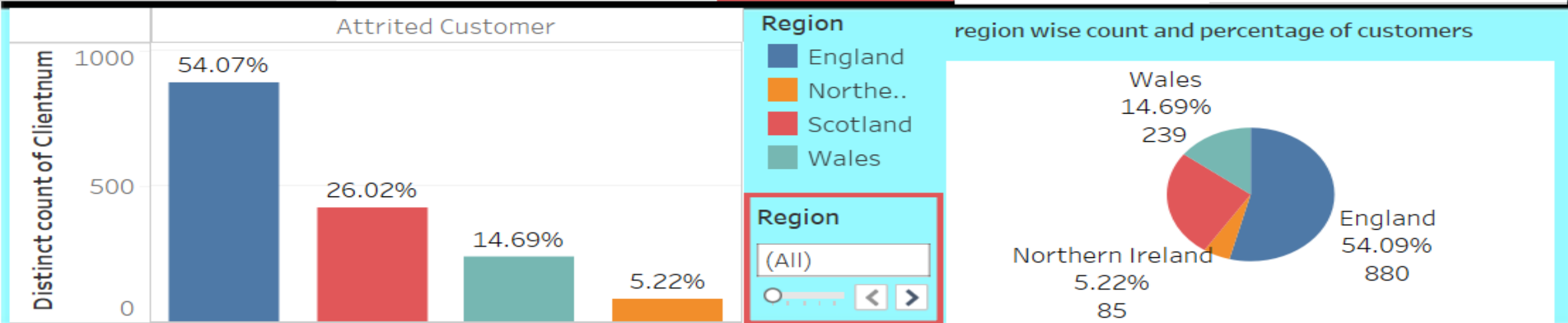
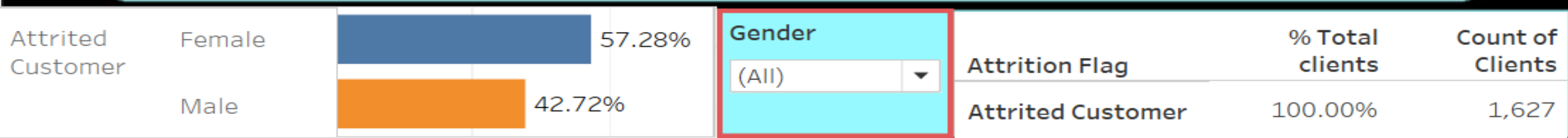
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# Project Introduction

- The objective of customer churn analysis is to understand and predict customer behavior in terms of their likelihood to churn, which refers to customers ending their relationship with a company or discontinuing their subscription or services. The customer churn analysis dataset aims to provide data that can be used to analyze and predict customer churn, enabling companies to take proactive measures to retain valuable customers and minimize churn rates.

# Customer attrition rate : credit card analysis



# Customer attrition rate : credit card analysis

Attrited Customer Female



100.0%

Gender

Female



Attrition Flag

% Total clients

Count of Clients

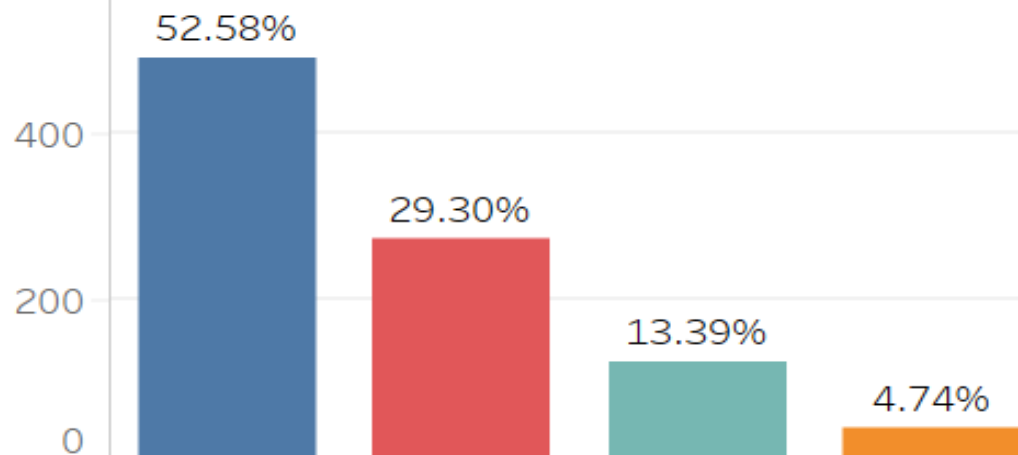
Attrited Customer

100.00%

932.0

Attrited Customer

Distinct count of Clientnum



Region

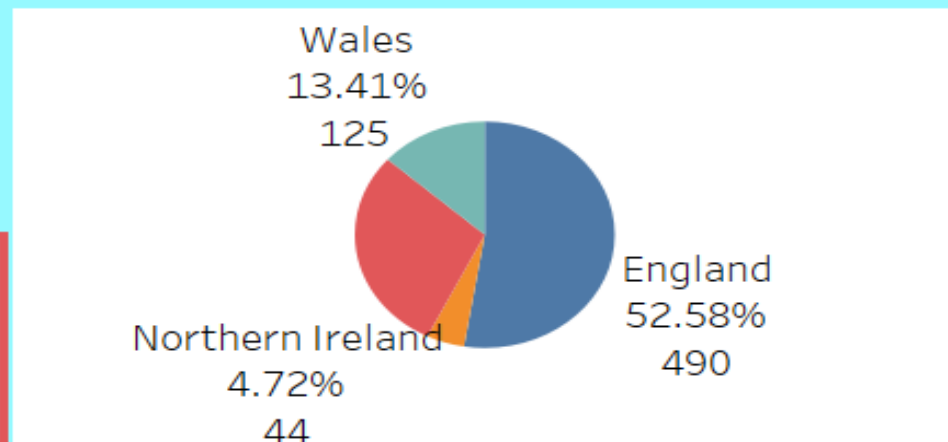
- England
- Northe..
- Scotland
- Wales

Region

(All)



region wise count and percentage of customers

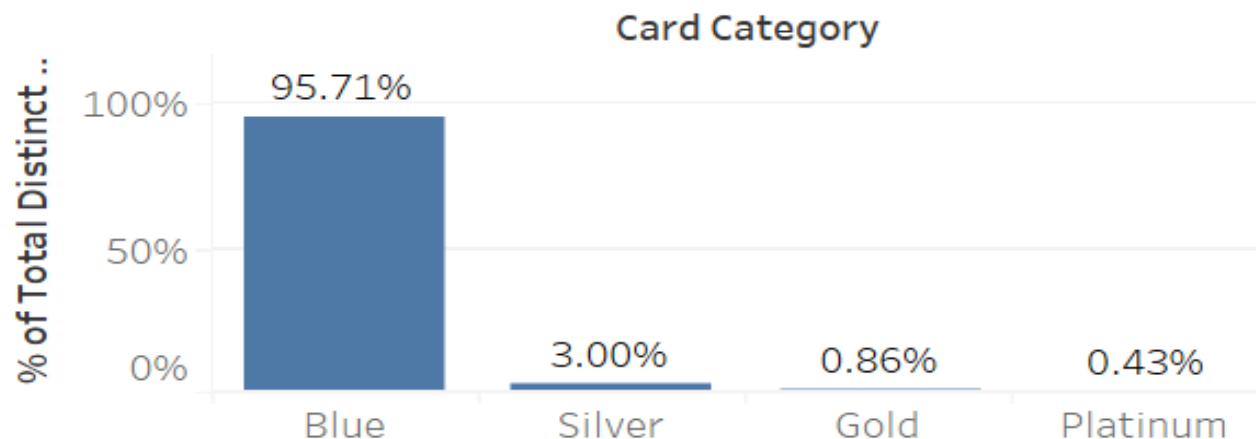


Income and percentage of clients in each category

Attrited Customer  
Less than \$40K  
76.95%

Attrited Customer  
\$40K - \$60K  
22.51%

percentage of customers for each card category



# Customer attrition rate : credit card analysis

Attrited Customer Male



100.0%

Gender

Male



Attrition Flag

% Total clients

Count of Clients

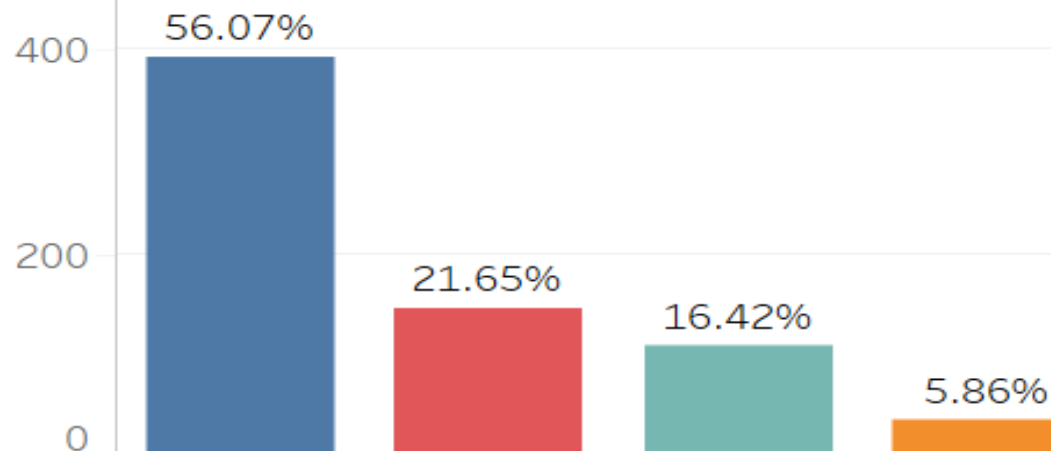
Attrited Customer

100.00%

695.0

Distinct count of Clientnum

Attrited Customer



Region

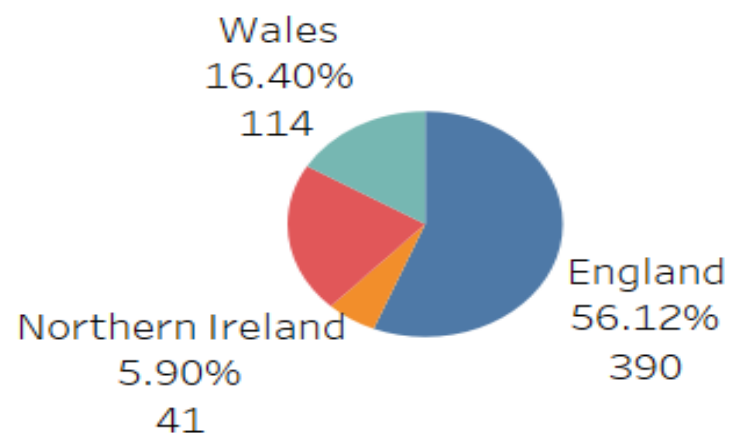
- England
- Northe..
- Scotland
- Wales

Region

(All)



region wise count and percentage of customers



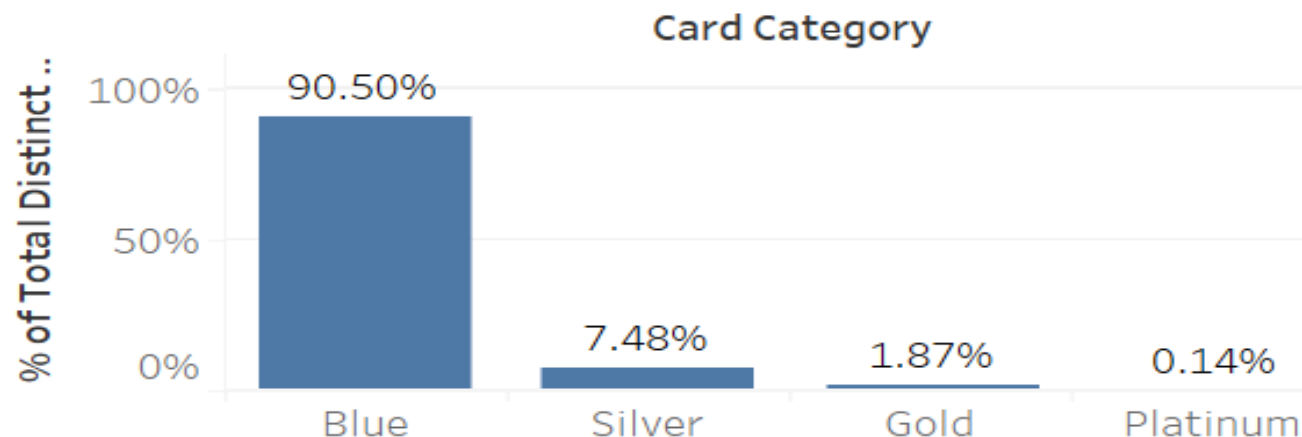
Income and percentage of clients in each category

Attrited Customer  
\$80K - \$120K  
34.69%

Attrited Customer  
\$60K - \$80K  
27.21%

Attrited

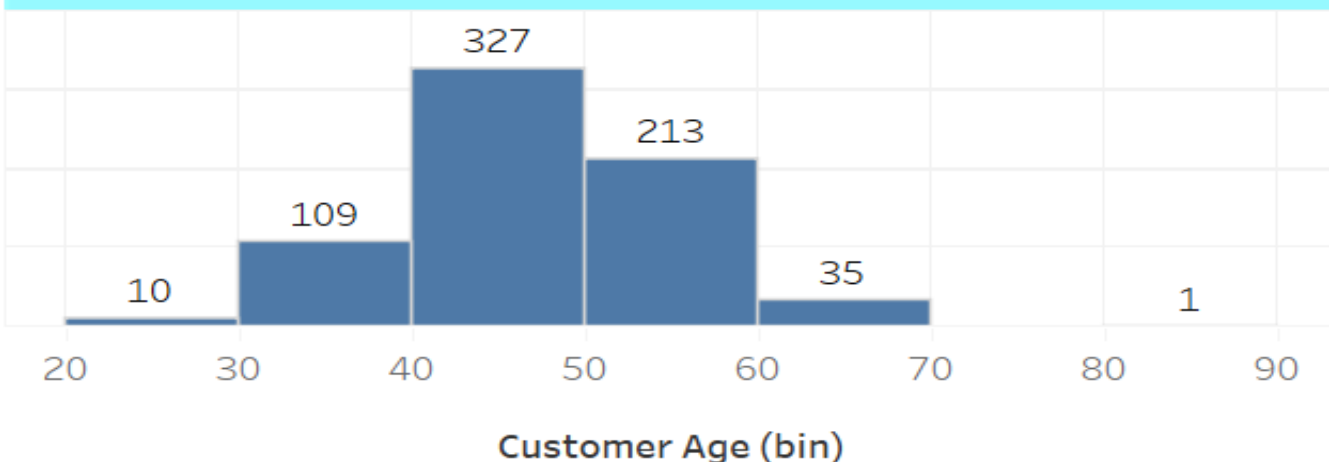
percentage of customers for each card category



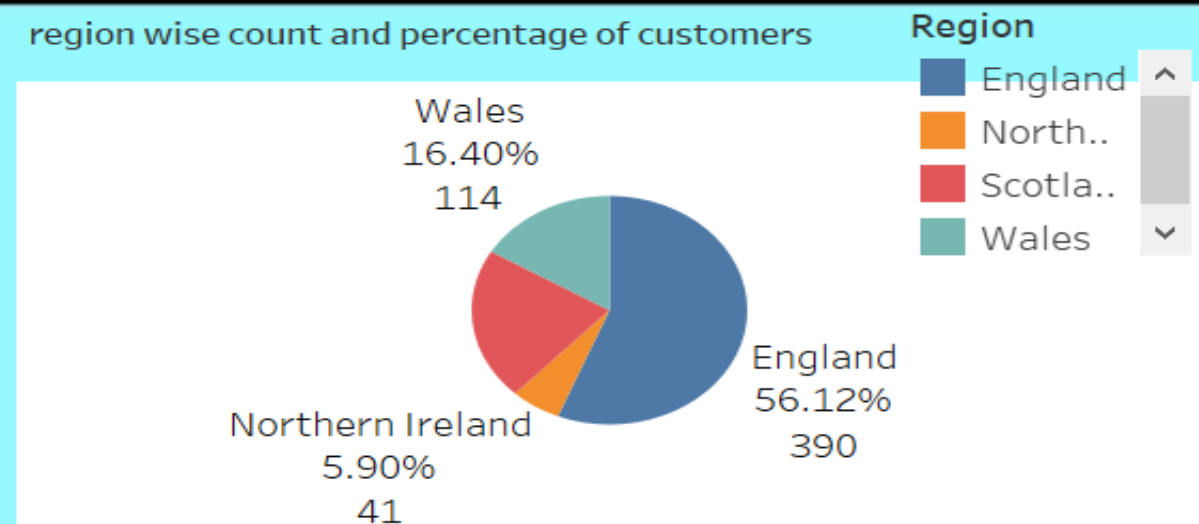
# Analysis on Attrited and existing customers

		Attrition Flag		Marital Status			
Female		932	<input type="checkbox"/> (All) <input checked="" type="checkbox"/> Attrited Customer <input type="checkbox"/> Existing Customer	Divorced	Married	Single	Unknown
Male		695		121 7.46%	709 43.53%	668 41.04%	129 7.96%

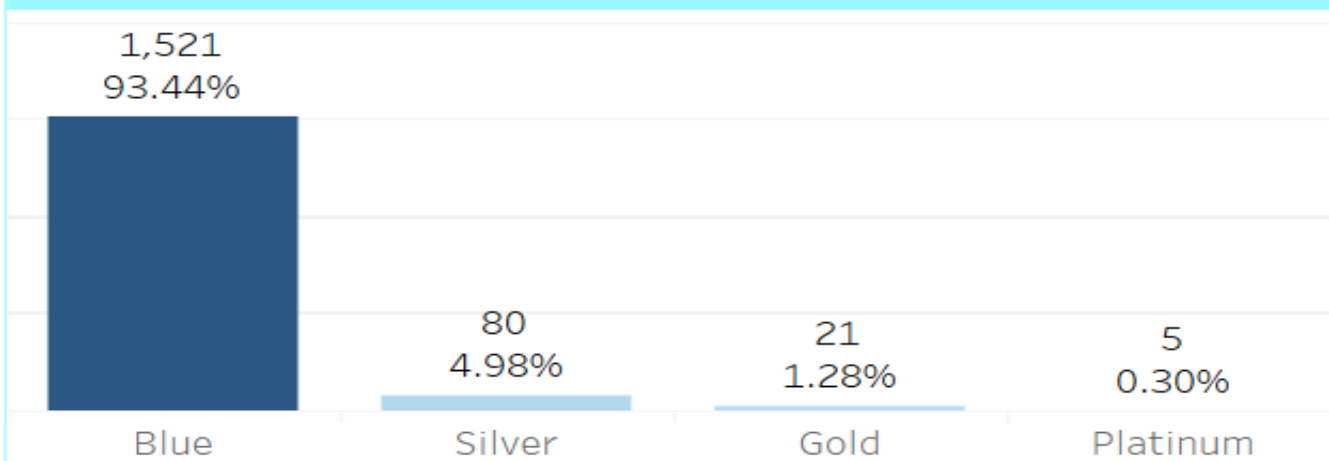
Count of customers for each age group



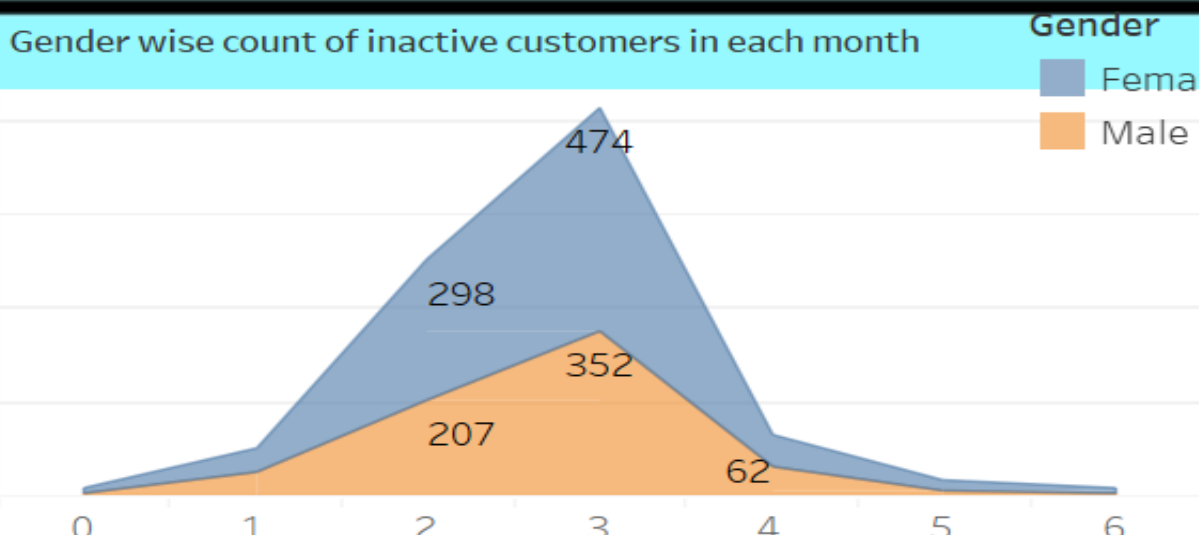
region wise count and percentage of customers



count and percentage of customers for each card category



Gender wise count of inactive customers in each month



# Conclusion :

- The attrition rate is higher for females as compared to male with percentage 57.18 % whereas percentage of males is 42.86.
- Mostly married customers are leaving the company.
- The attritted customers are highest in the age group between 40-50 years.
- Most of the customers from England have stopped using credit cards.
- The count of customers stopping the usage of credit cards had card category of blue.