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HSBC BANK CHURN ANALYSIS REPORT

Welcome to the HSBC Bank Churn rate Analysis dashboard. This report offers an in-depth view of customer churn across various Europe countries, providing key insights into customer retention trends.

Design & Developed By : Saurabh Kumar





HSBC BANK CHURN ANALYSIS

ActiveCategory

All

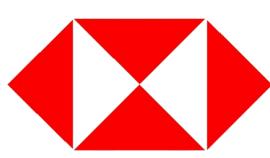
GenderCatego...

All

Category

All

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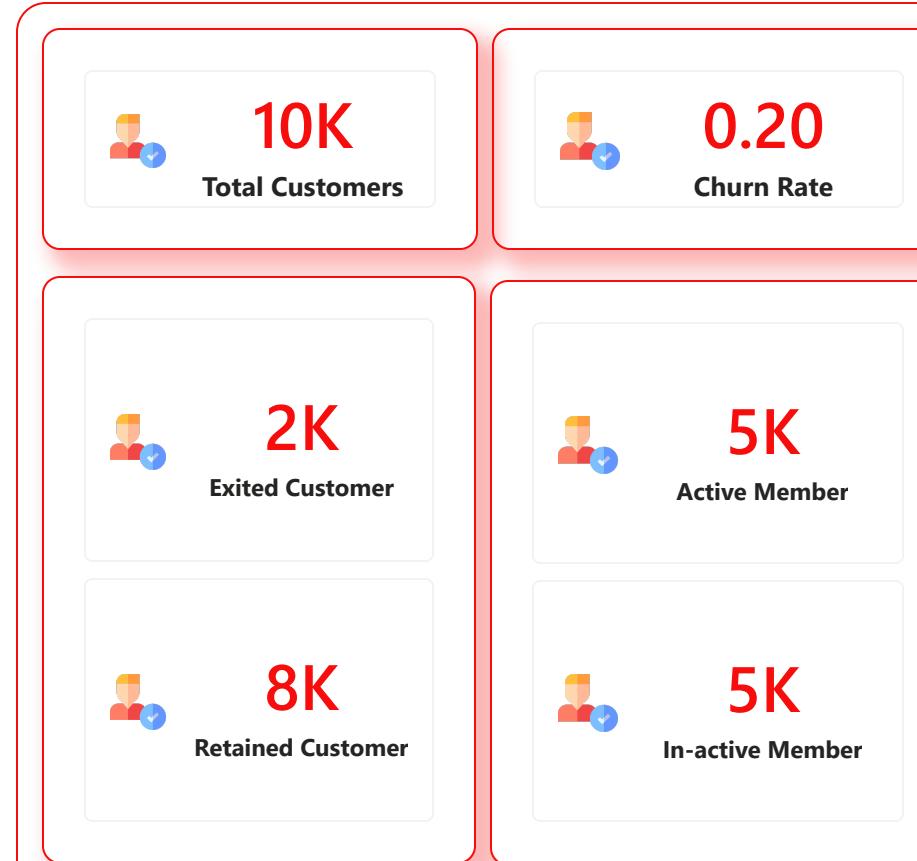
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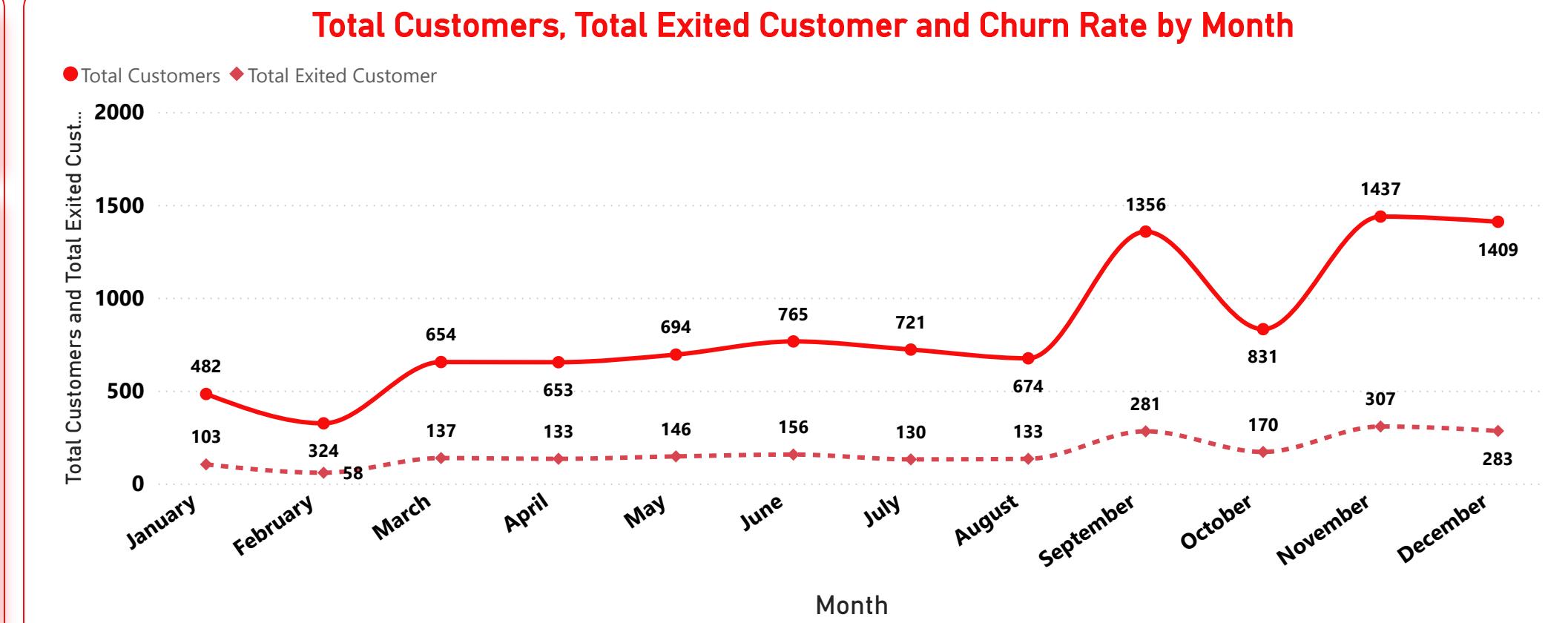
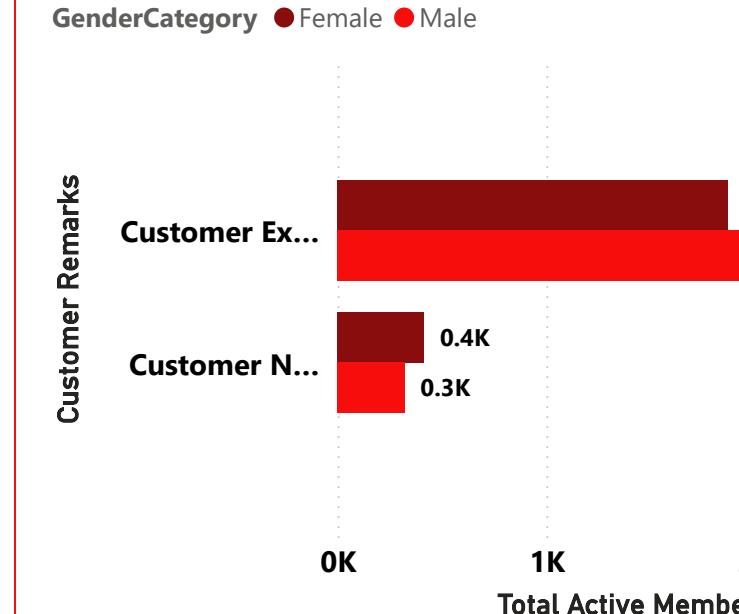
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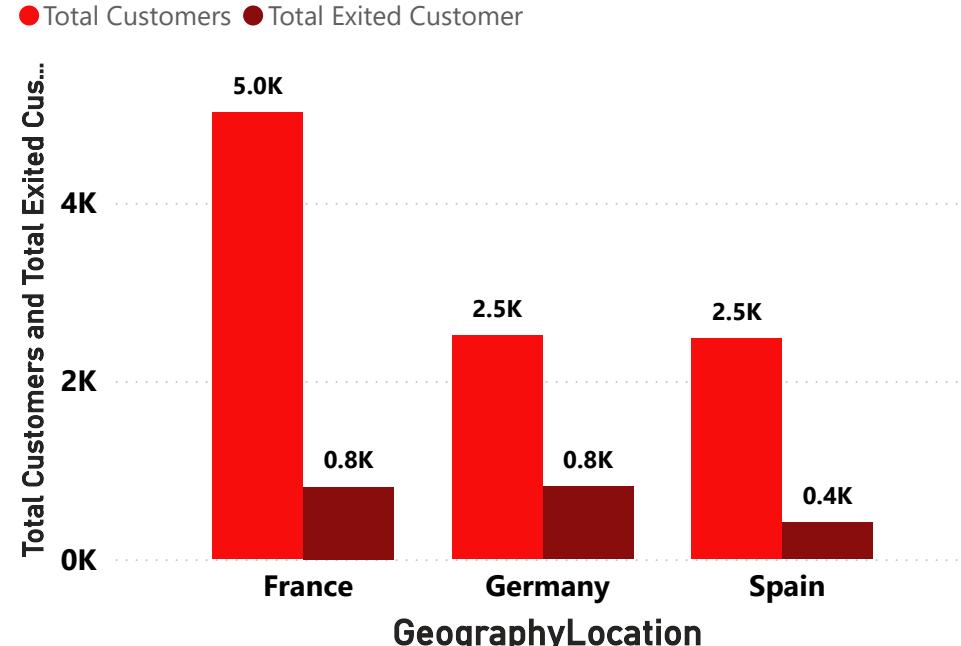
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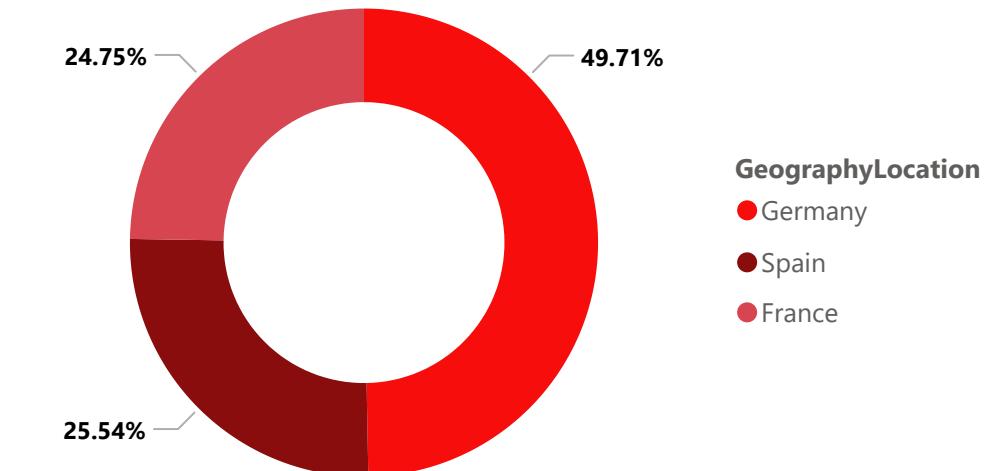
Total Active Member and Churn Rate by Customer Remarks and GenderCategory



Total Customers, Total Exited Customer and Churn Rate by GeographyLocation



Churn Rate by GeographyLocation





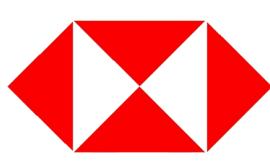
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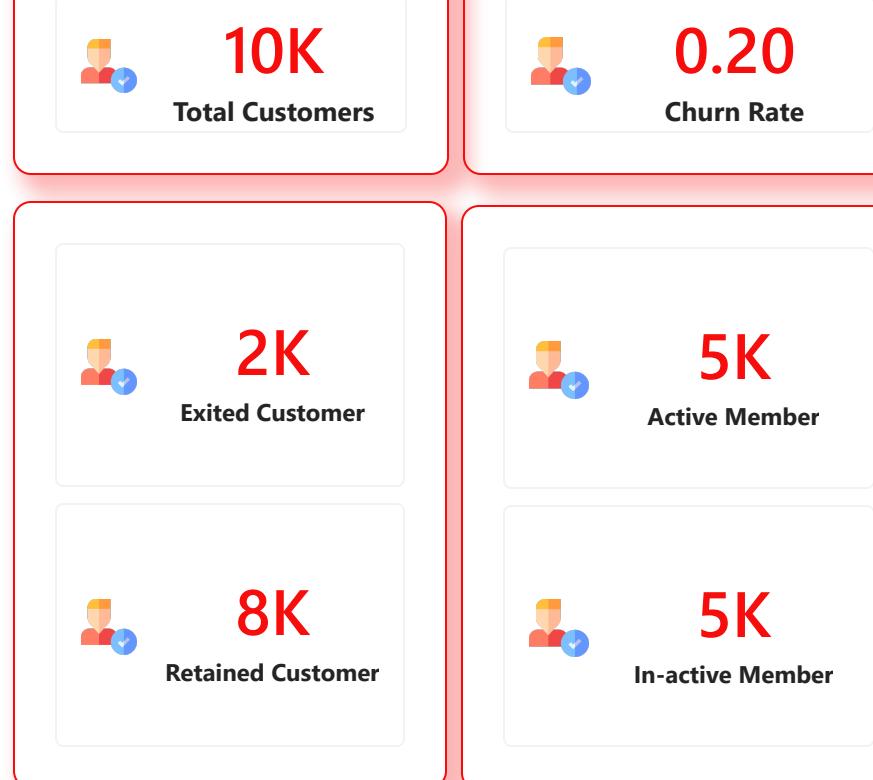
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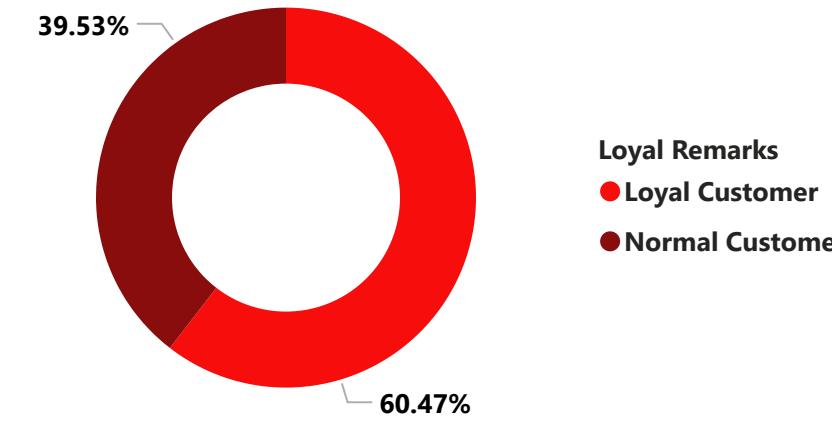
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Average Tenure by Loyal Remarks



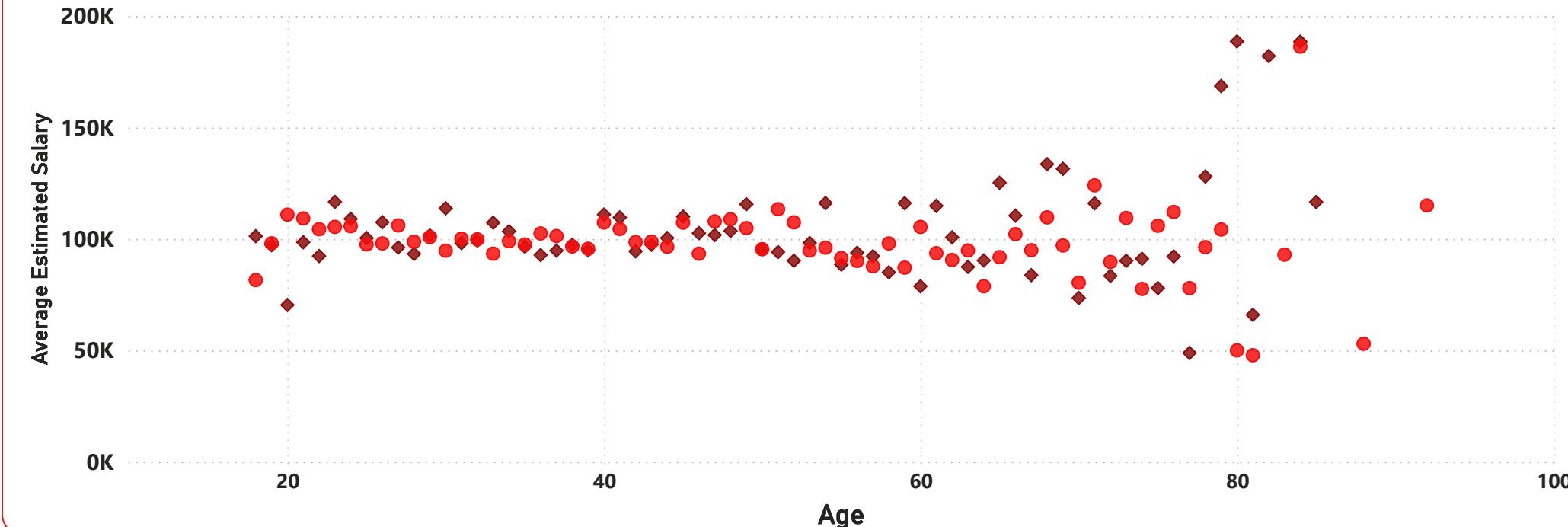
GeographyLocation	January	February	March	April	May	June	July	August	September	October	November	December	Total
France	234	167	337	327	345	372	362	348	680	419	727	696	5014
Germany	130	79	164	149	191	194	192	167	341	206	346	350	2509
Spain	118	78	153	177	158	199	167	159	335	206	364	363	2477
Total	482	324	654	653	694	765	721	674	1356	831	1437	1409	10000

[By-Animation](#)

[By-Correlation](#)

Average Estimated Salary and Churn Rate by GenderCategory and Age

GenderCategory ♦ Female ● Male





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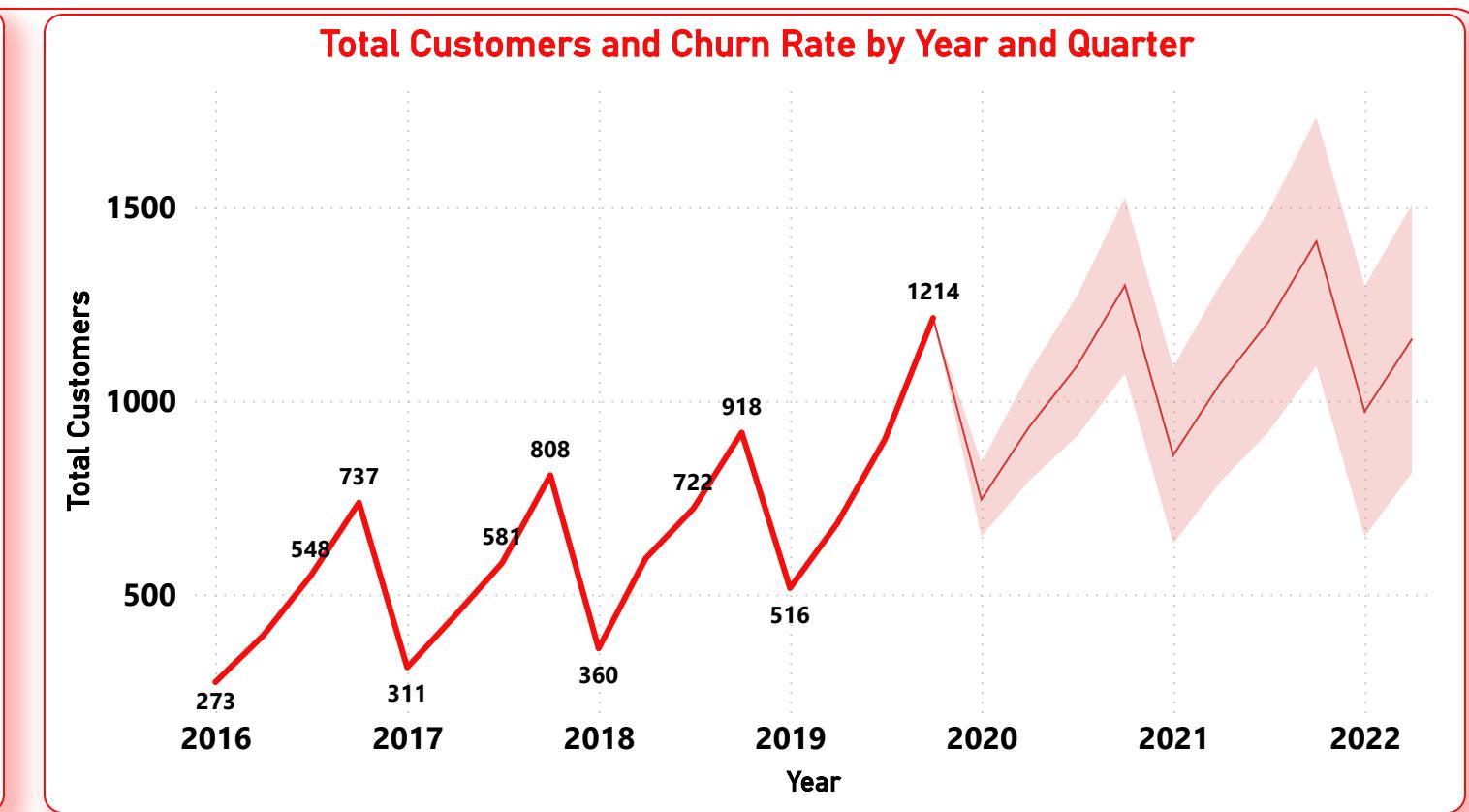
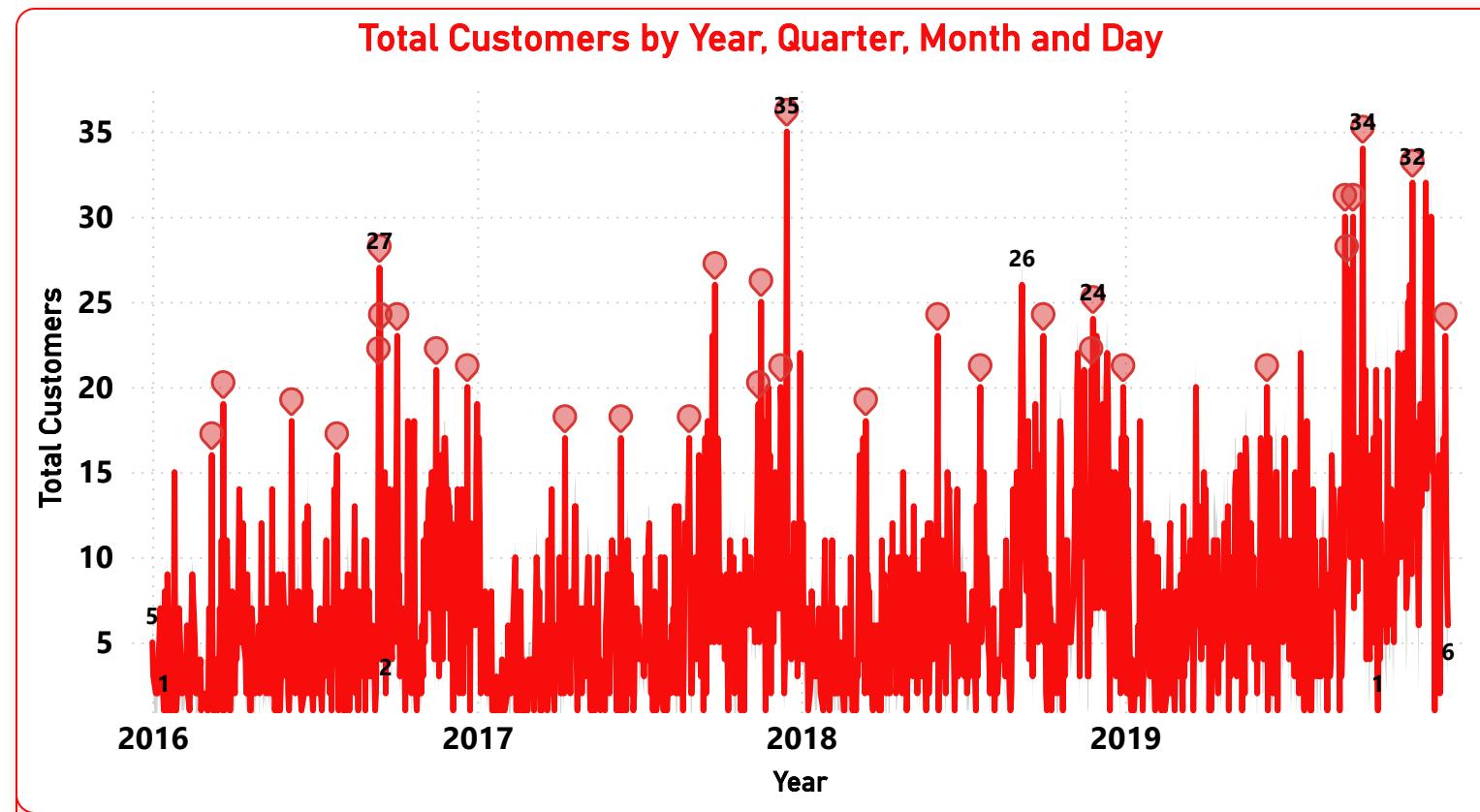
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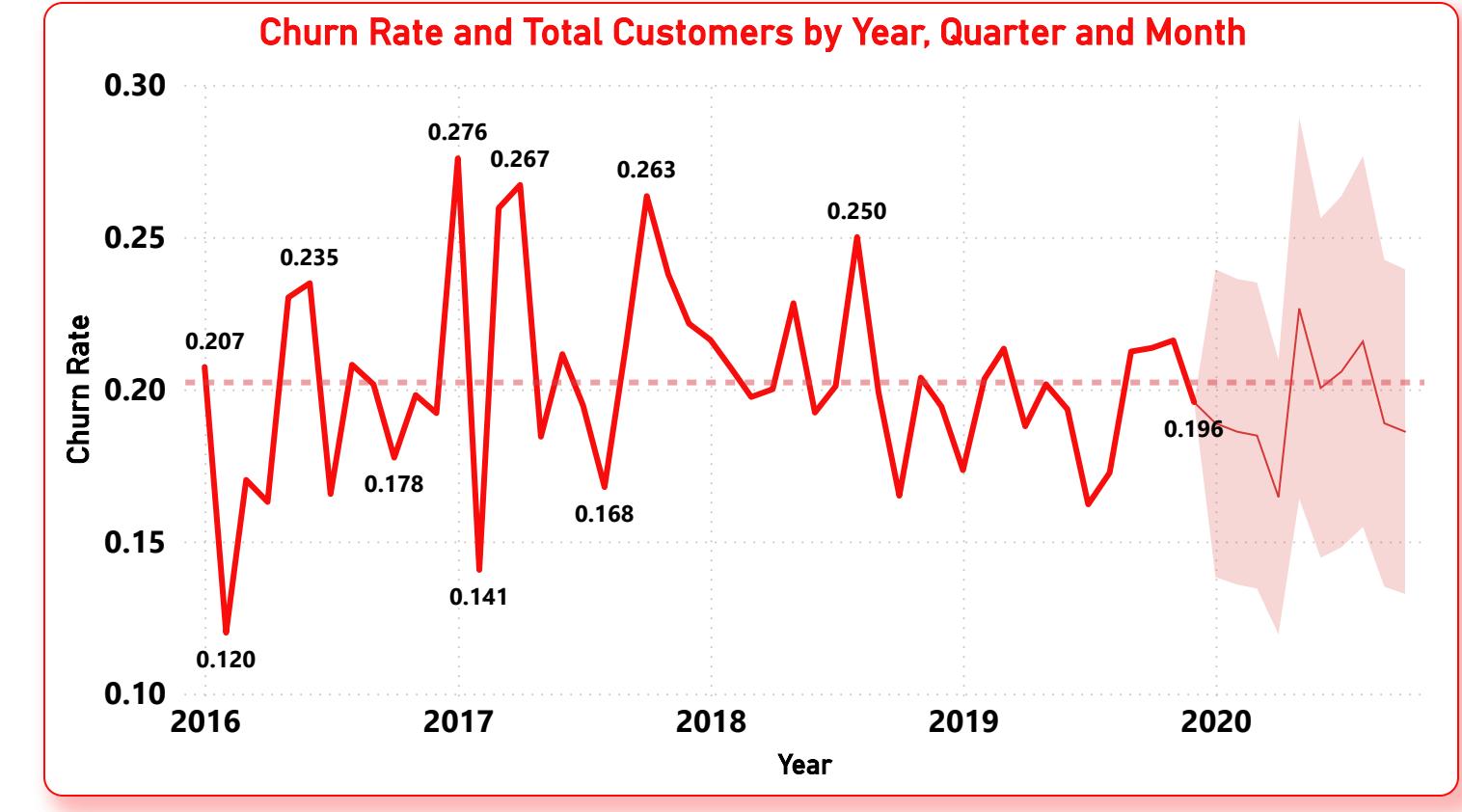
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SPLY **Total MTD** **Total QTD** **Total YTD**

Year	Quarter	Month	Day	Total Customers	Dyanmic Dax Time-Series
2019	Qtr 4	December	31	6	470
2019	Qtr 4	December	30	8	464
2019	Qtr 4	December	29	12	456
2019	Qtr 3	September	30	4	452
2019	Qtr 4	November	30	19	449
2019	Qtr 3	September	29	21	448
2019	Qtr 4	December	28	23	444
2019	Qtr 4	November	29	14	430
2019	Qtr 3	September	28	20	427
2019	Qtr 4	December	27	12	421
2019	Qtr 4	November	28	6	416
2019	Qtr 4	November	27	10	410
Total				10000	470





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All

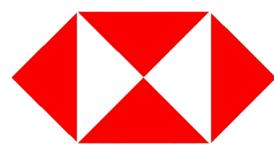
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👉 Total Customers (192.32% increase) and Total Exited Customer (174.76% increase) both trended up between January 2016 and December 2016.

👉 Across all metrics, Total Customers had the most interesting recent trend and started trending up on May 2016, rising by 103.03% (715) in 7 months.

👉 Total Customers jumped from 694 to 1409 during its steepest incline between May 2016 and December 2016.

👉 Average Tenure for Loyal Customer (5.50) was higher than Normal Customer (3.60).

👉 Germany had the highest Churn Rate at 0.32, followed by Spain at 0.17 and France at 0.16.

👉 Customer Exist in GenderCategory Male made up 49.43% of Total Active Member.

👉 Average Total Active Member was higher for Male (1,433.50) than Female (1142).

👉 Total Active Member for Male and Female diverged the most when the Customer Remarks was Customer Exist, when Male were 676 higher than Female.

👉 Total Customers trended up, resulting in a 344.69% increase between January 2016 and October 2019.

👉 Total Customers started trending up on October 2018, rising by 32.24% (296) in 4 quarters.

👉 Total Customers jumped from 918 to 1214 during its steepest incline between October 2018 and October 2019.