Credit Card Analysis Project
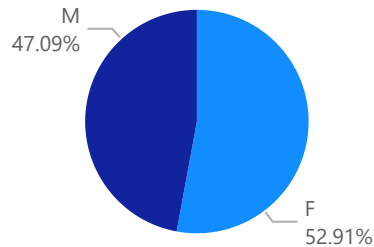
Income_Category
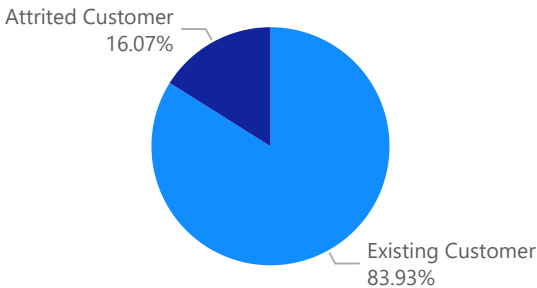
All ▾

Education_Level

All ▾

Gender

M 47.09%

F 52.91%

Attrited vs Existing Customer

Attrited Customer 16.07%

Existing Customer 83.93%

Avg_revolving_balance

1.16K

Avg customer Age

46.33

Martial status

Unknown 7.4%

Married 46.28%

Single 38.94%

Card Category

Silver 5.48%

Blue 93.18%

Card_Cate...
- 🔵 Blue
- 🔵 Silver
- 🟠 Gold
- 🟣 Platinum
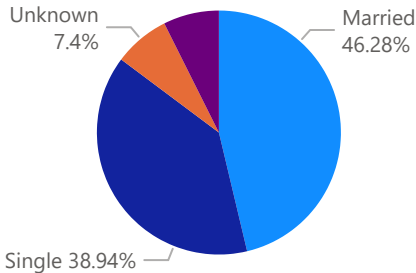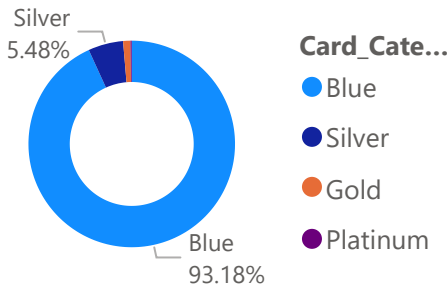
Avg_Credit_Carrd_utilizatio n

0.27

Avg_months_on_book

35.93

Avg Credit Card utiliz | Customer

0.2

0.0

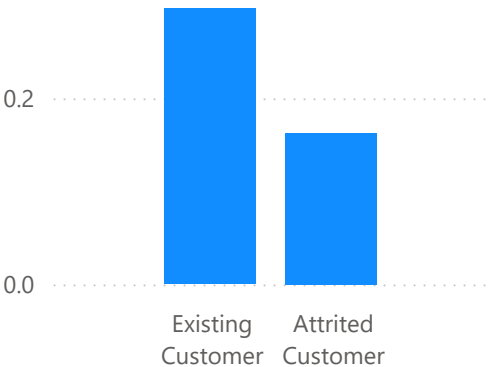Existing Customer — Attrited Customer

Count of CLIENTNUM by Education_Level

Count of CLIENTNUM

4K

2K

0K

Graduate, High Scho..., Unknown, Uneducat..., College, Post-Grad..., Doctorate

Education_Level
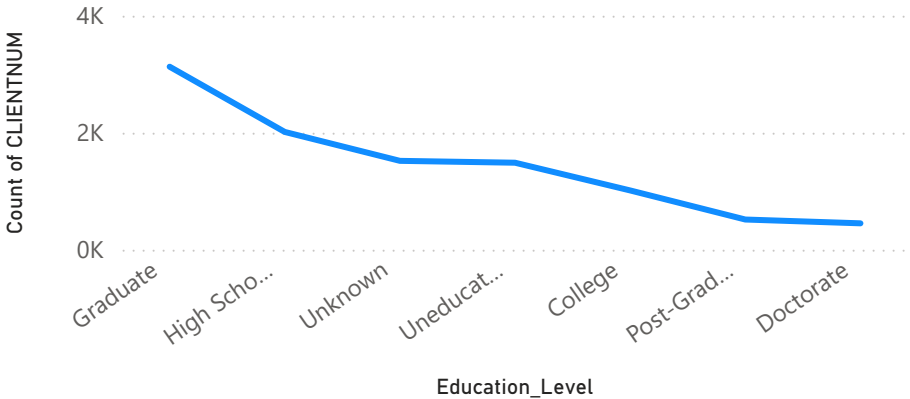
Count of CLIENTNUM by Income_Category

Count of CLIENTNUM

4K

2K

0K

Less than $40K, $40K - $60K, $80K - $120K, $60K - $80K, Unknown, $120K +

Income_Category

No. of contact | Customer

2

0
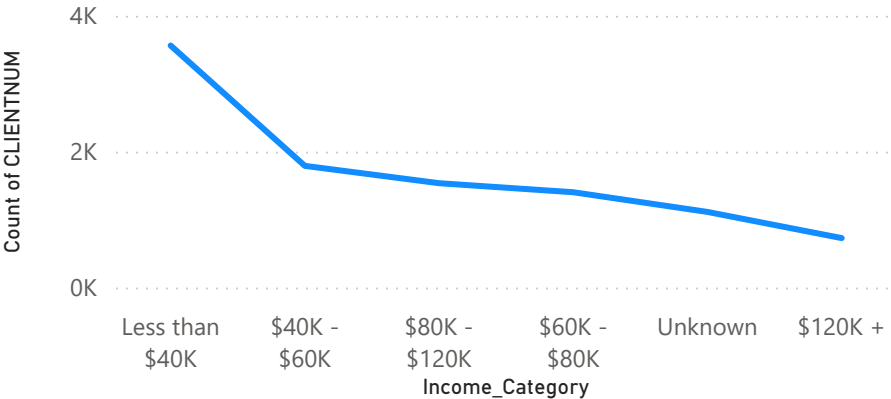
Attrited Customer — Existing Customer
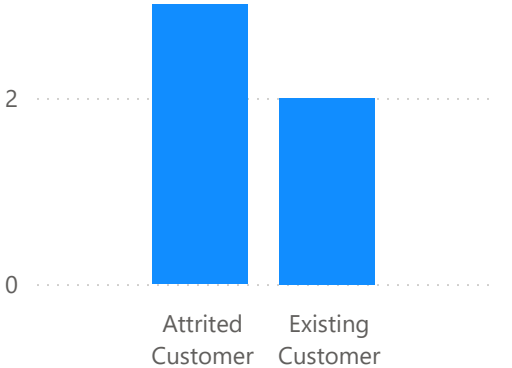
Key Influencer

Key influencers   Top segments

👍 👎

What influences Attrition_Flag to be [Attrited Customer ⌄] ?

When...

....the likelihood of Attrition_Flag being Attrited Customer increases by

Avg_Utilization_Ratio is more than 0.984
→ 6.24x

Avg_Utilization_Ratio is 0.025 or less
→ 4.08x

Months_Inactive_12_mon is 0 or less
→ 3.26x

Customer_Age is more than 28
→ 2.41x

Credit_Limit is 1905 or less
→ 2.04x

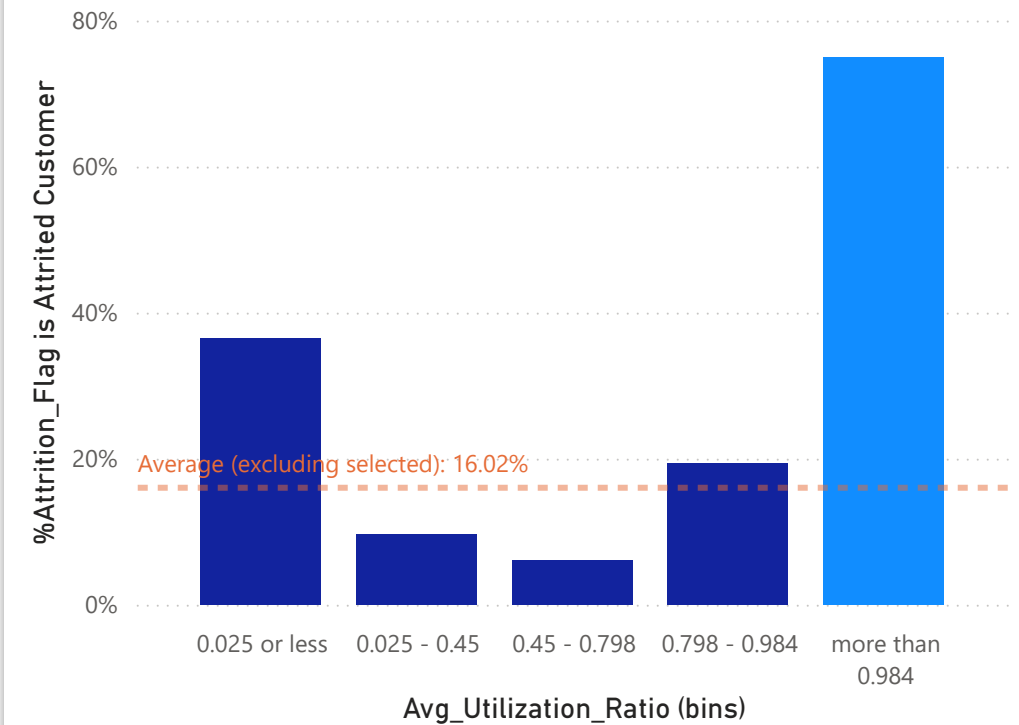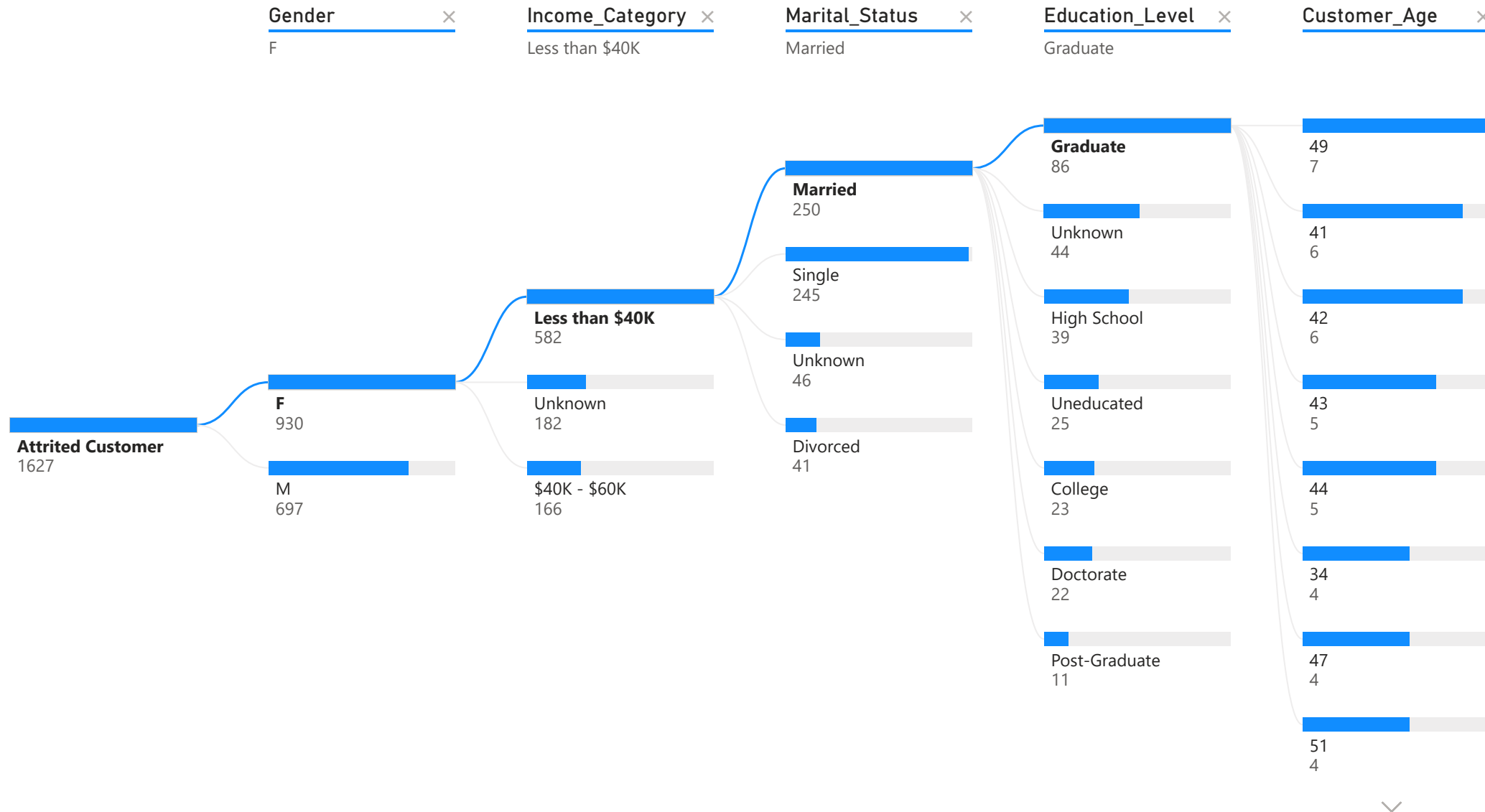Months_Inactive_12_mon is more than 2
→ 1.99x

← Attrition_Flag is more likely to be Attrited Customer when Avg_Utilization_Ratio is more than 0.984 than otherwise (on average).

Average (excluding selected): 16.02%

%Attrition_Flag is Attrited Customer

Avg_Utilization_Ratio (bins): 0.025 or less, 0.025 - 0.45, 0.45 - 0.798, 0.798 - 0.984, more than 0.984

☐ Only show values that are influencers

Decomposition Tree

Gender ✕
F

Income_Category ✕
Less than $40K

Marital_Status ✕
Married

Education_Level ✕
Graduate

Customer_Age ✕

Attrited Customer
1627

F
930

M
697

Less than $40K
582

Unknown
182

$40K - $60K
166

Married
250

Single
245

Unknown
46

Divorced
41

Graduate
86

Unknown
44

High School
39

Uneducated
25

College
23

Doctorate
22

Post-Graduate
11

49
7

41
6

42
6

43
5

44
5

34
4

47
4

51
4

Question and Answer

Ask a question about your data

Try one of these to get started

| what is the attrited customer by card category | what is the attrited customer by income category | top card categories by attrited customer | what is the attrited customer by age group | what is the attrited customer by marital status | what is the attrited customer by education level |

Show all suggestions

THANK YOU!