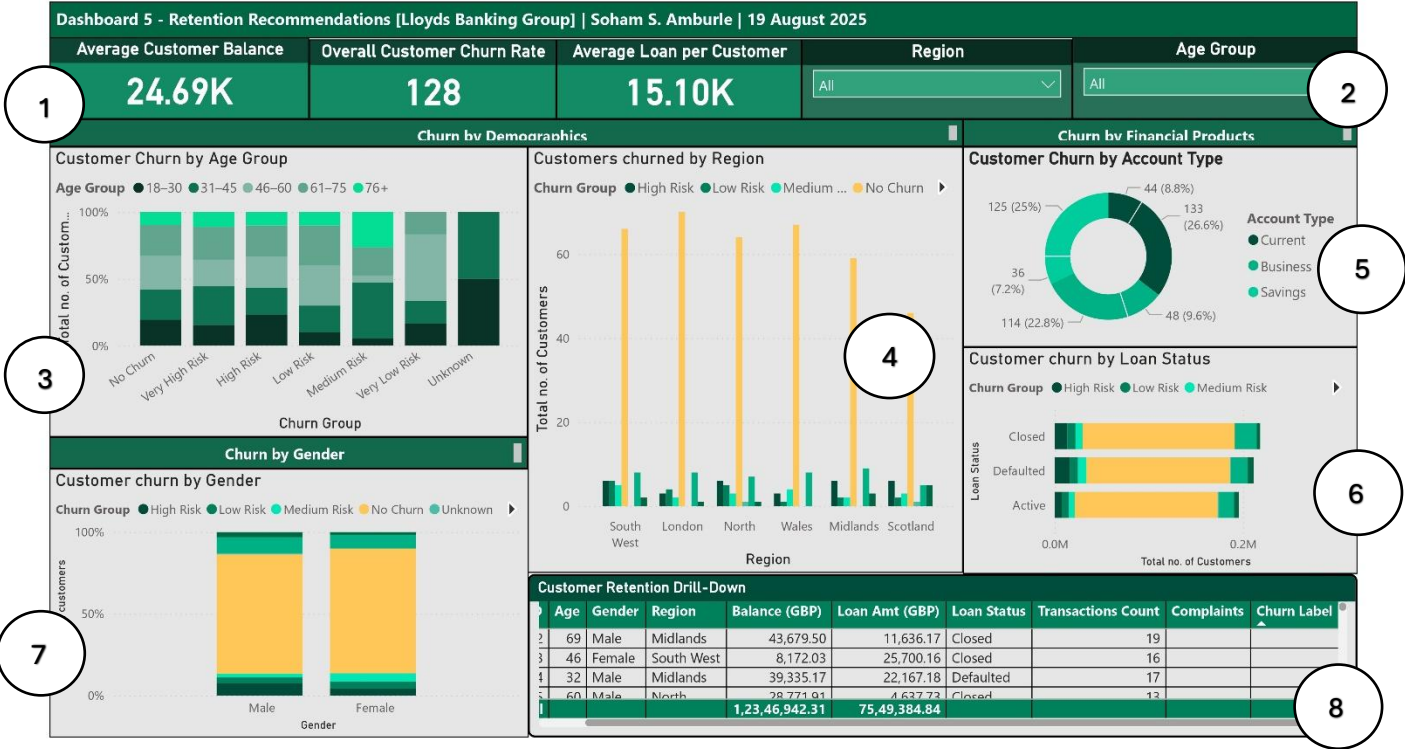


Lloyds Banking Group Customer 360 Analysis – Dashboard 5 – Retention Recommendation

This **Retention Recommendation** dashboard empowers decision-makers by providing a clear, consolidated view of customer retention dynamics. By combining high-level KPIs with demographic, product, and gender-based churn analyses, it highlights who is at risk of leaving, which products are affected, and where interventions are most needed. Interactive filters and a detailed drill-down table allow managers to explore trends, identify high-risk segments, and implement targeted strategies, ultimately enabling data-driven decisions to improve customer loyalty and reduce churn.



Description -

1. Cards:
- **Average Customer Balance:** Shows the average financial engagement of customers, providing insight into the bank’s current asset distribution.

○ **Overall Customer Churn Rate:** Highlights the total number of customers who have left, immediately signaling the magnitude of retention challenges.

○ **Average Loan per Customer:** Offers a quick view of customer exposure to loans, helping identify financial segments that may be at risk.
2. Slicers:
- **Region & Age Group:** These slicers allow stakeholders to interactively explore churn patterns by geographic location or age demographic, making the dashboard dynamic and drillable.
3. **Customer Churn by Age Group (Stacked Column Chart):** Visualizes churn across different age categories. Patterns here help identify **which generations are more likely to leave**, enabling age-targeted retention strategies.
4. **Customers Churned by Region (Clustered Column Chart):** Shows the geographic distribution of churn. By pinpointing regions with higher churn, management can focus marketing and engagement campaigns where they are most needed.
5. **Customer Churn by Account Type (Donut Chart):** Breaks down churn across different account types such as Current, Savings, and Business accounts. This highlights which products face higher attrition and helps prioritize product-specific retention actions.

6. **Customer Churn by Loan Status (Stacked Bar Chart):** Examines churn in relation to loan status (Active, Closed, Defaulted). This reveals how financial commitments and loan behaviors correlate with churn risk, guiding financial interventions.
7. **Customer Churn by Gender (Stacked Column Chart):** Compares churn between male and female customers, allowing for gender-specific engagement strategies to improve retention.
8. **Customer Retention Drill-Down (Table):** At the bottom, a granular customer-level table provides detailed insights:
  - Columns include Customer ID, Age, Gender, Region, Balance, Loan Amount, Loan Status, Transactions Count, Complaints, and Churn Label.
  - This table allows for actionable follow-ups, helping retention teams identify specific high-risk customers and tailor interventions.

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