

Average Customer Balance

24.69K

Overall Customer Churn Rate

128

Average Loan per Customer

15.10K

Region

All

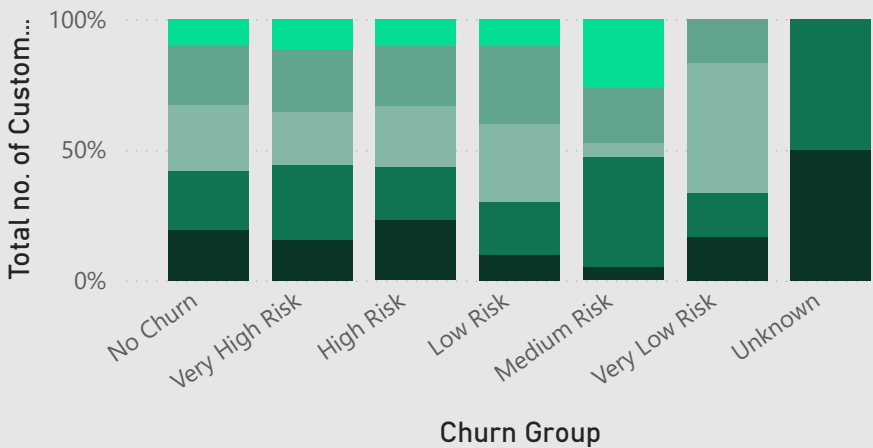
Age Group

All

Churn by Demographics

Customer Churn by Age Group

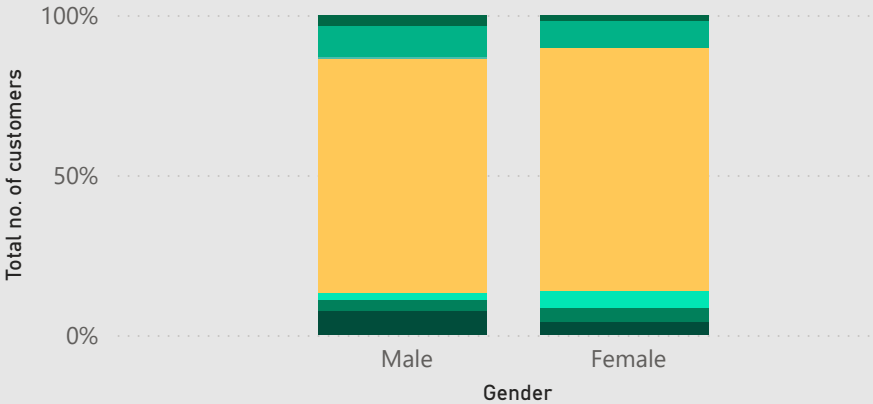
Age Group ● 18–30 ● 31–45 ● 46–60 ● 61–75 ● 76+



Churn by Gender

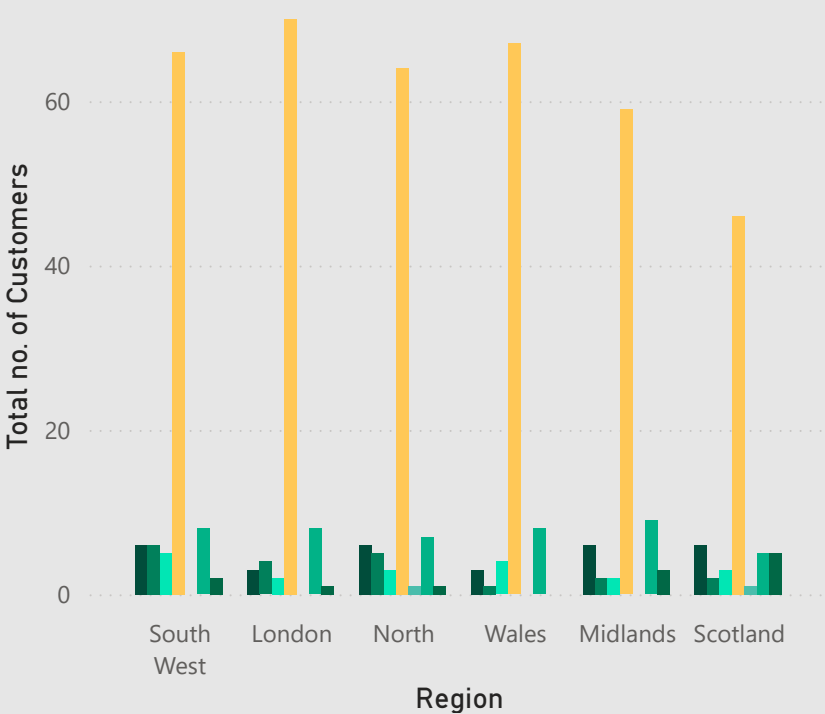
Customer churn by Gender

Churn Group ● High Risk ● Low Risk ● Medium Risk ● No Churn ● Unknown ▶



Customers churned by Region

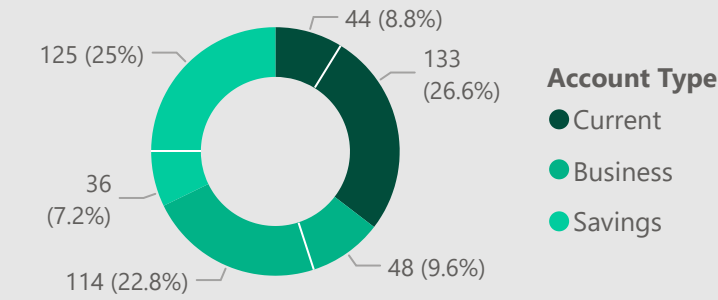
Churn Group ● High Risk ● Low Risk ● Medium Risk ● No Churn ▶



Churn by Financial Products

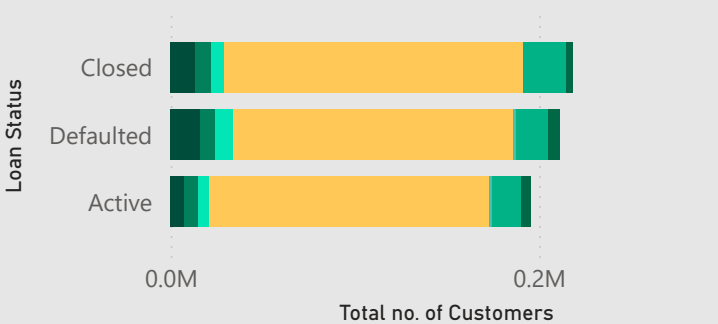
Customer Churn by Account Type

Account Type ● Current ● Business ● Savings



Customer churn by Loan Status

Churn Group ● High Risk ● Low Risk ● Medium Risk ▶



Customer Retention Drill-Down

| ID | Age | Gender | Region     | Balance (GBP)  | Loan Amt (GBP) | Loan Status | Transactions Count | Complaints | Churn Label |
|----|-----|--------|------------|----------------|----------------|-------------|--------------------|------------|-------------|
| 1  | 69  | Male   | Midlands   | 43,679.50      | 11,636.17      | Closed      | 19                 |            |             |
| 2  | 46  | Female | South West | 8,172.03       | 25,700.16      | Closed      | 16                 |            |             |
| 3  | 32  | Male   | Midlands   | 39,335.17      | 22,167.18      | Defaulted   | 17                 |            |             |
| 4  | 60  | Male   | North      | 28,771.91      | 1,637.73       | Closed      | 13                 |            |             |
| 5  |     |        |            | 1,23,46,942.31 | 75,49,384.84   |             |                    |            |             |