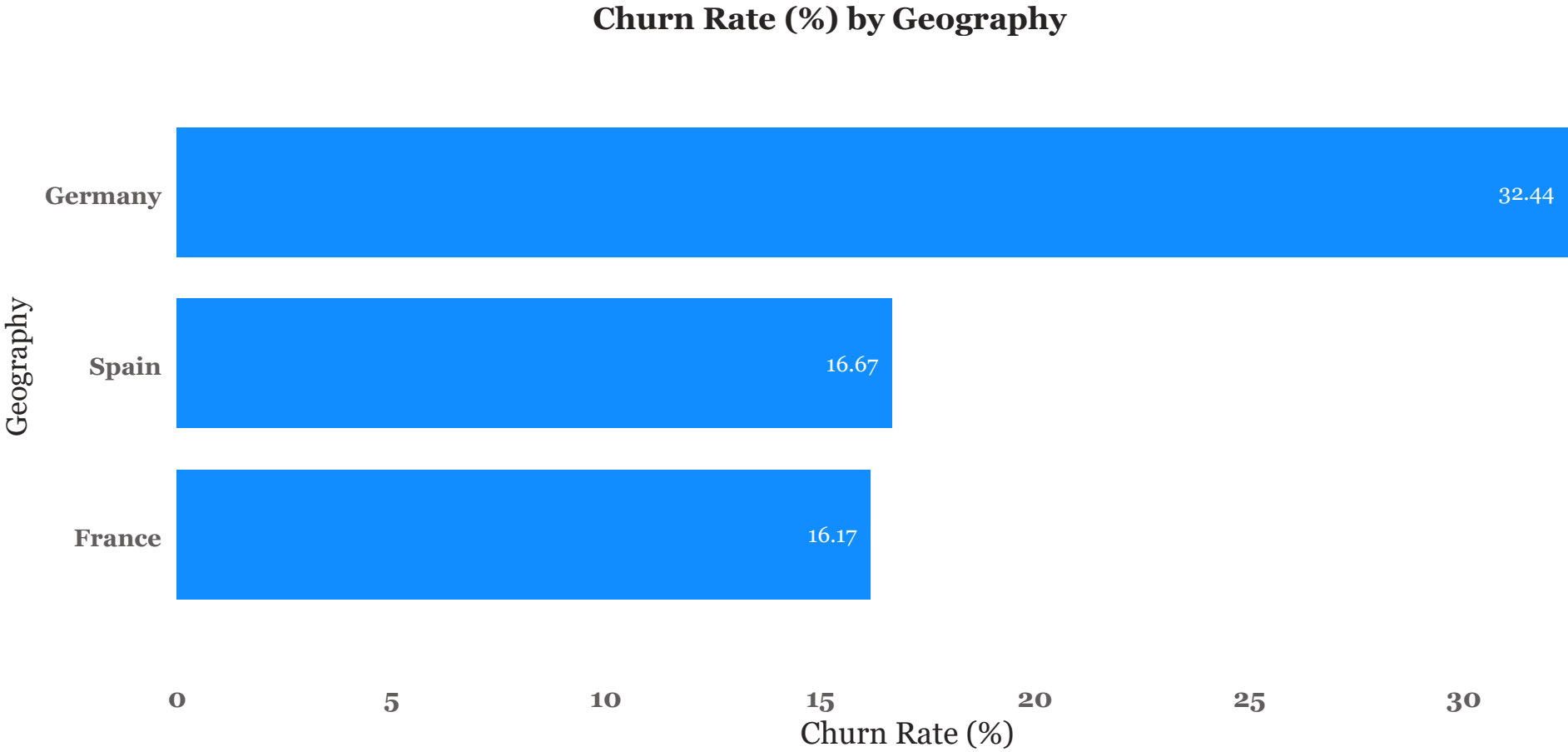


20.38

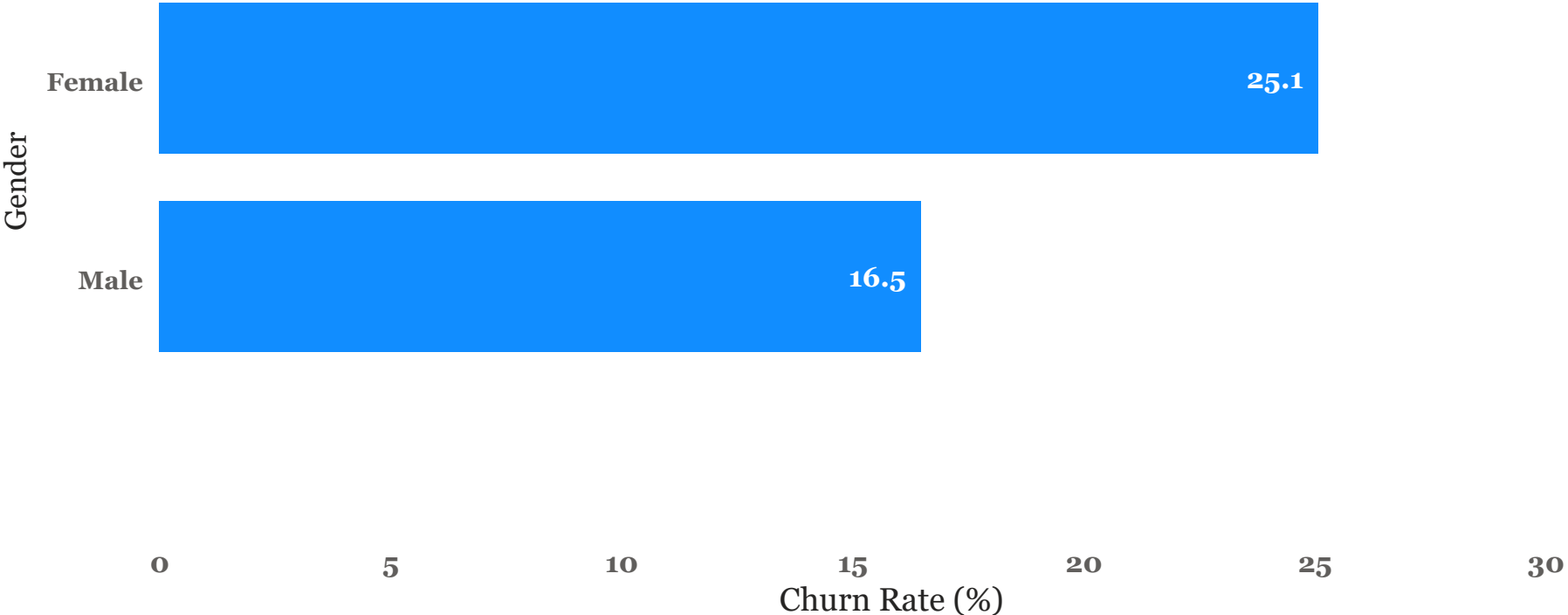
Churn Rate (%)

- Overall customer churn rate is 20.38%, meaning approximately 1 out of every 5 customers leaves the company.
- This indicates a significant revenue risk and highlights the need for stronger retention strategies, targeted engagement, and better customer experience programs.

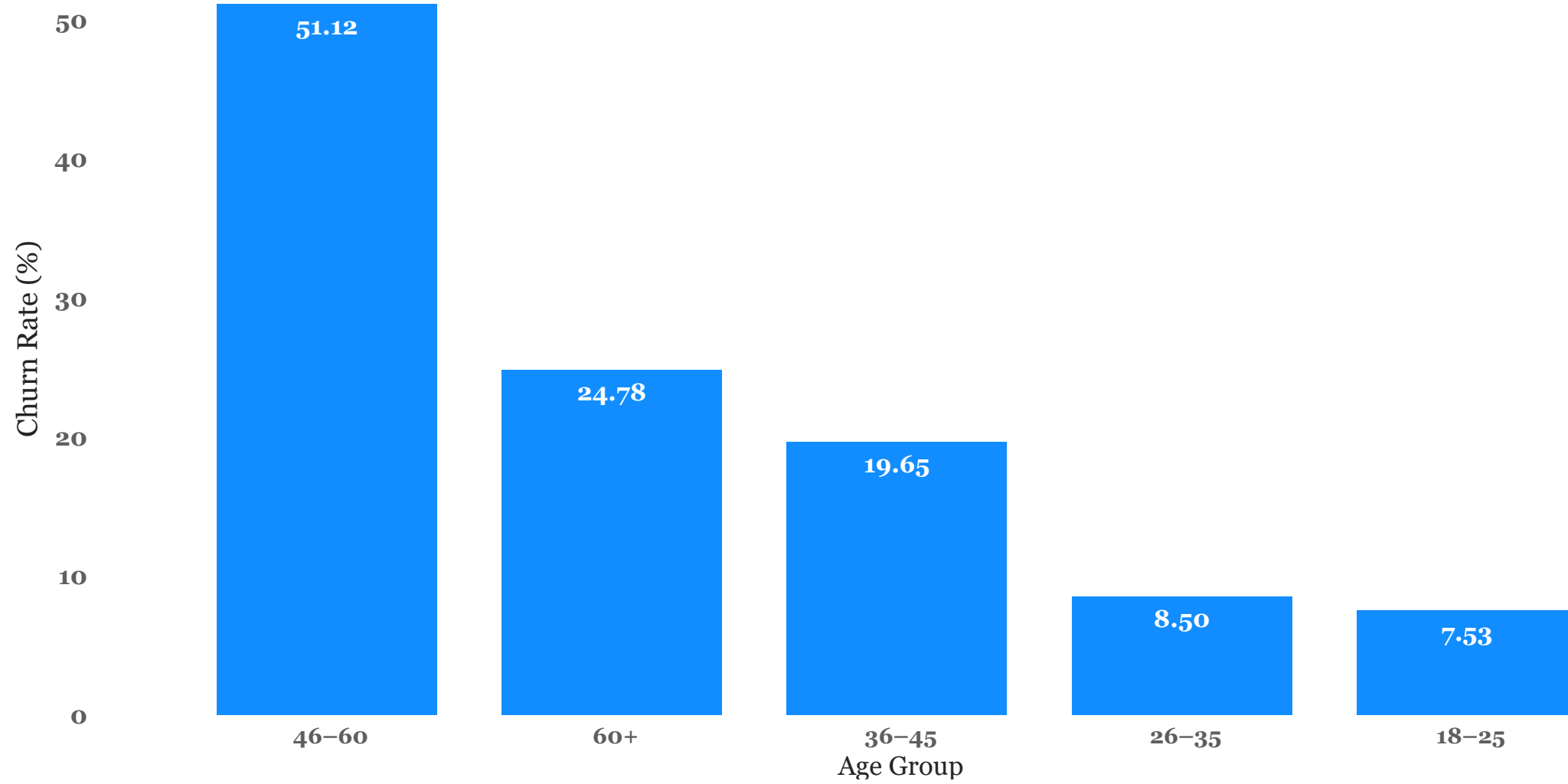
Geography	Churn Rate (%)
Germany	32.44
Spain	16.67
France	16.17
Total	20.38

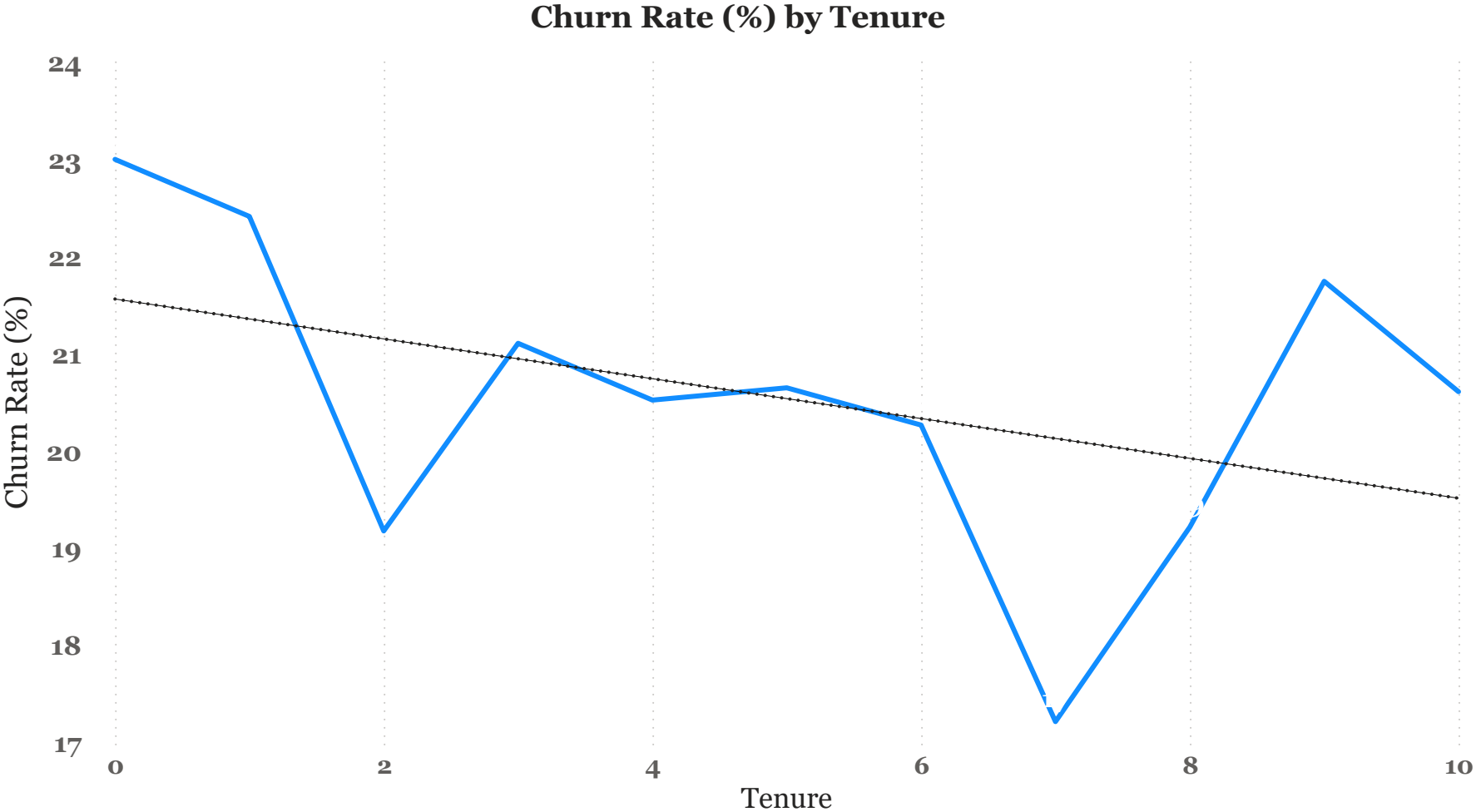


Churn Rate (%) by Gender



Churn Rate (%) by Age Group





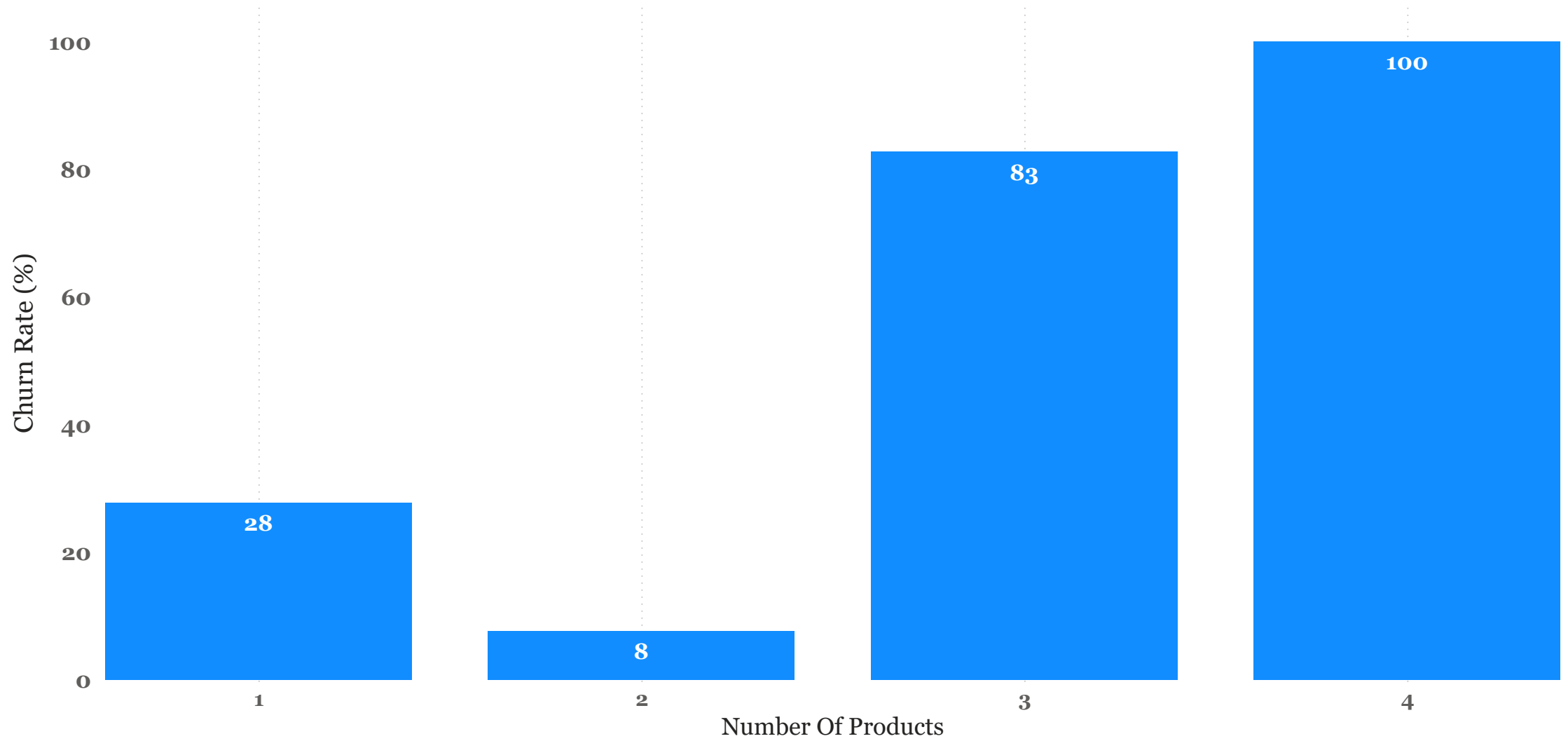
Tenure	Churn Rate (%)
0	23.00
1	22.42
2	19.18
3	21.11
4	20.53
5	20.65
6	20.27
7	17.22
8	19.22
9	21.75
10	20.61
Total	20.38

25

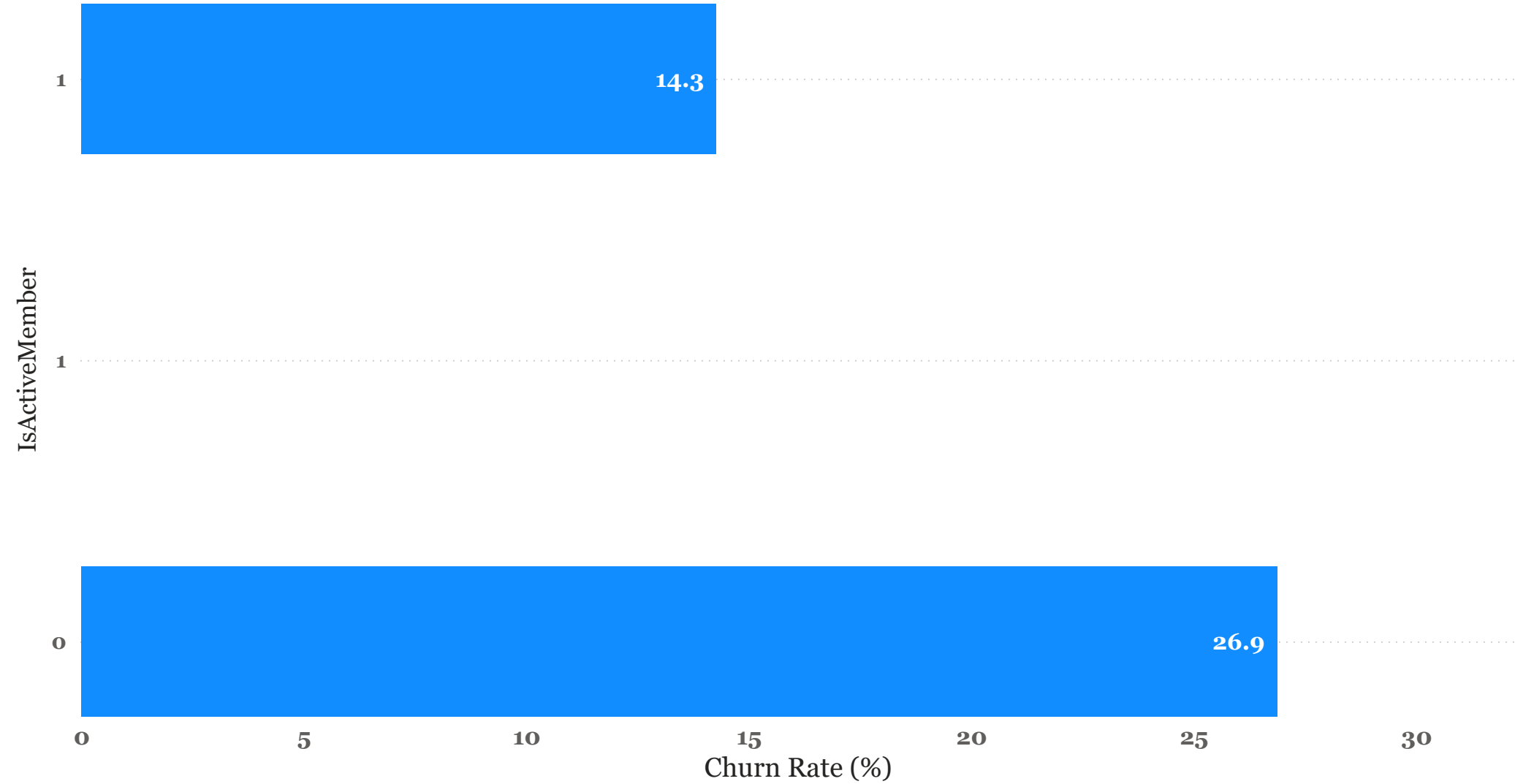
Churned_High_Balance (%)

- Around 25% of the customers who churned had a high account balance.
- This indicates that a significant portion of high-value customers are leaving, which can directly impact overall revenue and profitability.
- These customers should be prioritized for retention campaigns, premium support, and targeted offers.

Churn Rate (%) by Number Of Products



Churn Rate (%) by Is Active Member



KPI Dashboard of Customer Chruned Records

579.18M

Total_Balance_Retained

91.11K

Average_Balance_Chruned

72.74K

Average_Balance_Retained

185.68M

Total_Balance_Chruned

101.51K

Average_EstimatedSalary_Chru...

99.73K

Average_EstimatedSalary_Reta...

206.88M

Total_EstimatedSalary_Chru...

794.03M

Total_EstimatedSalary_Retai...

20.38

Churn Rate (%)

4849

InActive_Members

5151

Active_Members

Customer Persona Dashboard (Churned vs Retained)

Tenure

1

10

20.27

Churn Rate (%)

1943

Total_Churned_customers

7644

Total_Retained_customers

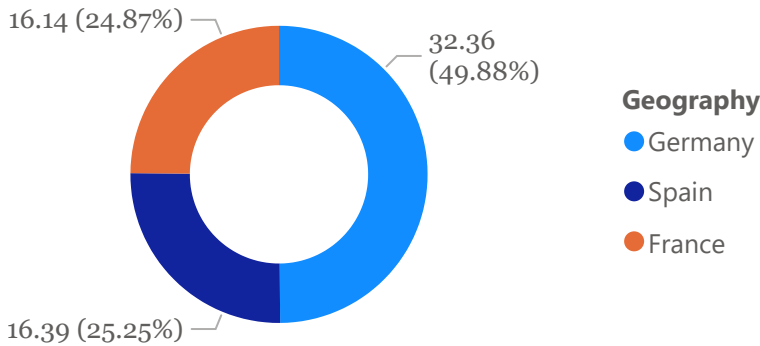
90.87K

Average_Balance_Churned

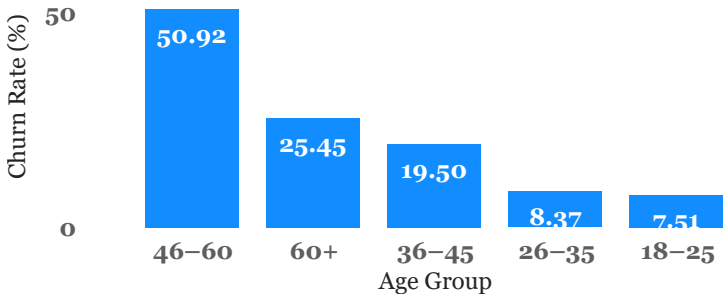
45

Average_Age_Churned

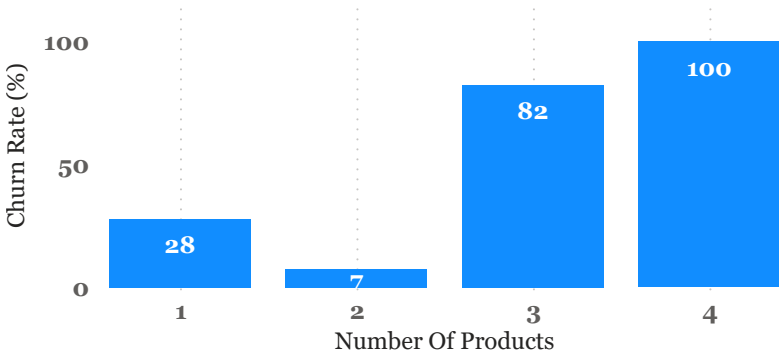
Churn Rate (%) by Geography



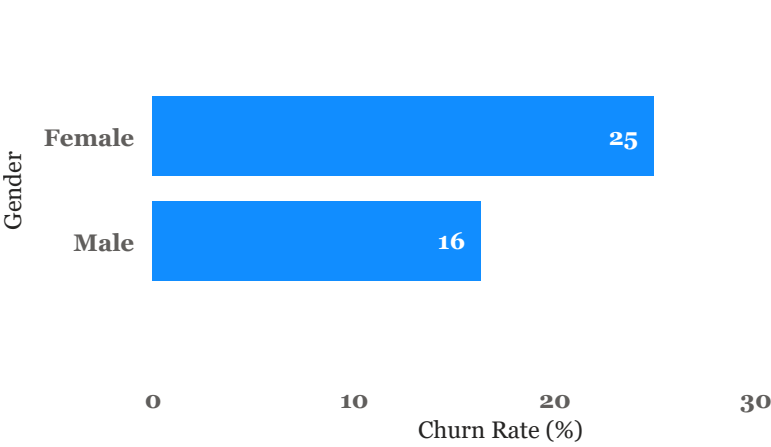
Churn Rate (%) by Age Group



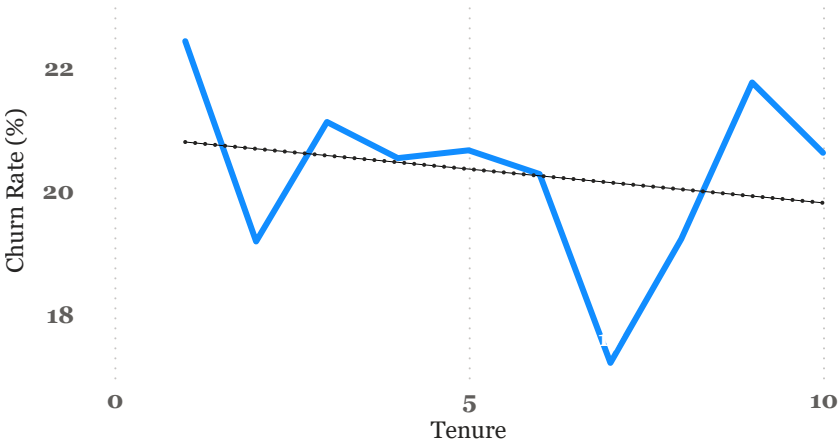
Churn Rate (%) by Number Of Products



Churn Rate (%) by Gender



Churn Rate (%) by Tenure



Churn Rate (%) by Is Active Member

