

The Overall Bank Credit Card Customer Analysis

7,081
Total
Customer

1,113
Attrited
Customer

5,968
Existing
Customer

[Go to Comparative Analysis](#)

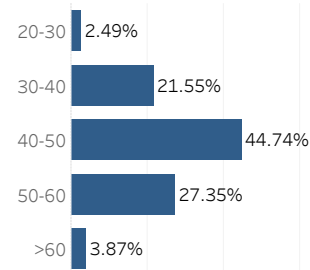
Churn Rate:
15.72%

Attrition Analysis:

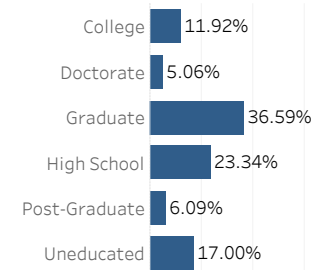
[Go to Customer Financial Analysis](#)

[Go to Customer Behavior Analysis](#)

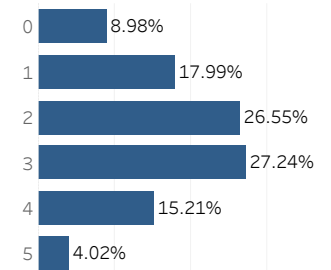
Age



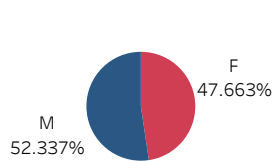
Education Level



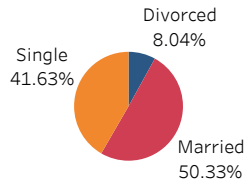
Number of Dependents



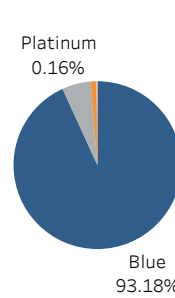
Gender



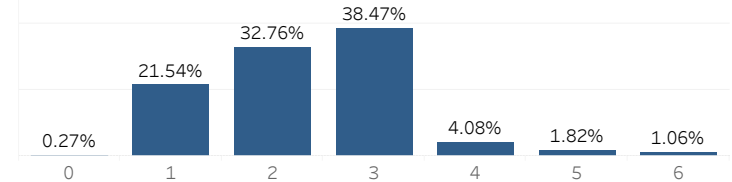
Marital Status



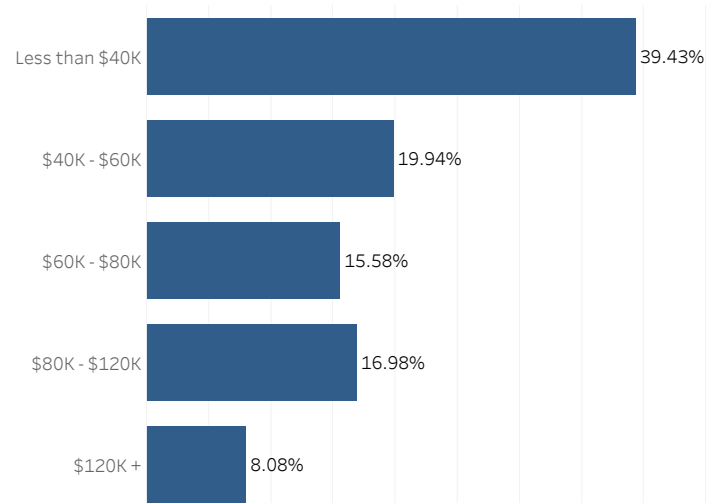
Type of Card



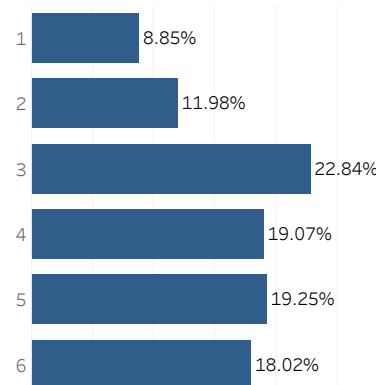
Month Inactive Distribution



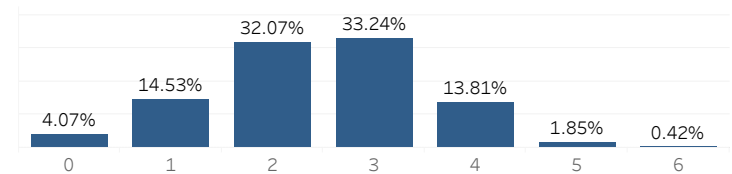
Income Category



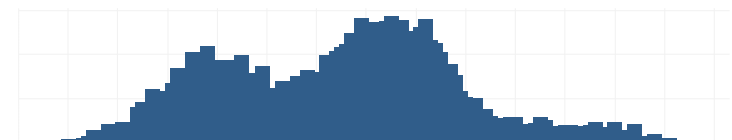
Number of Products Held by Customer



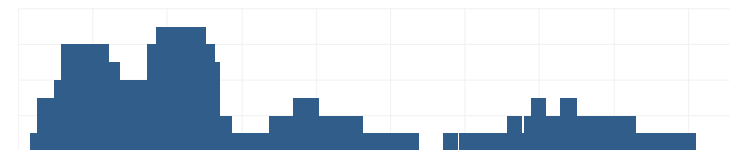
Contacts Count Distribution



Transaction Count Distribution



Transaction Amount Distribution



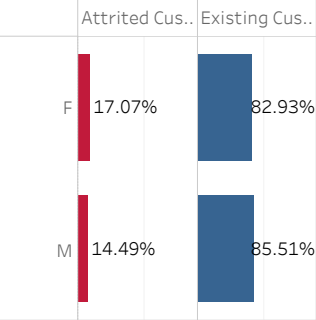
Comparative Analysis

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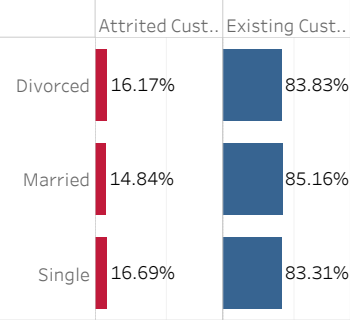
Churn Rate: 15.72%

Attrition Flag
■ Attrited Customer
■ Existing Customer

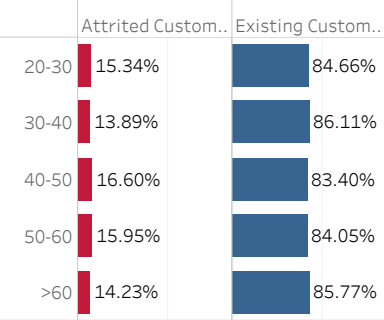
Gender



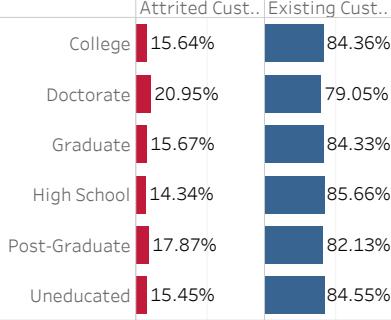
Marital Status



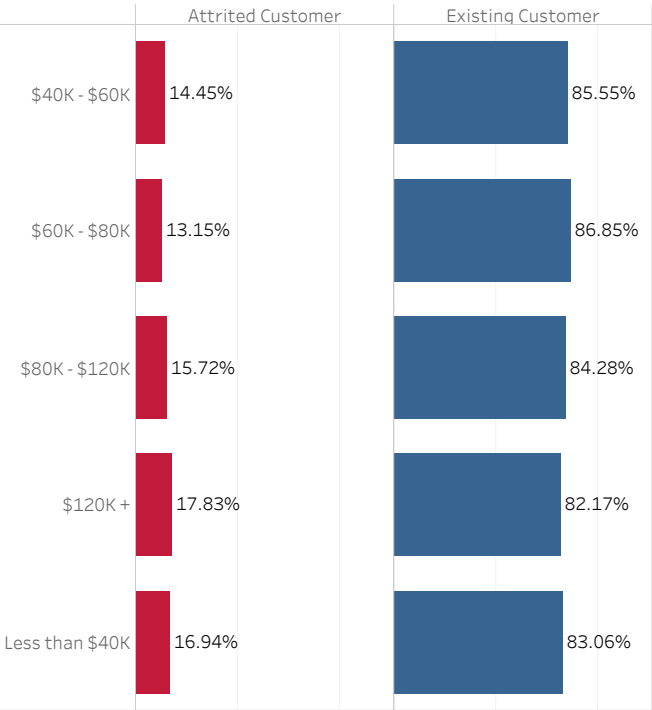
Age



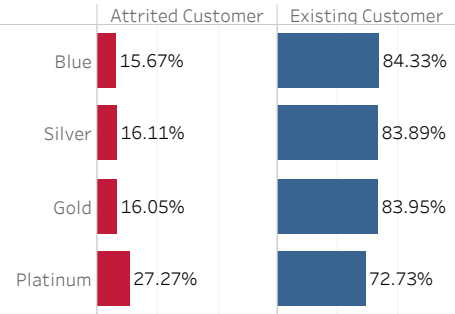
Education Level



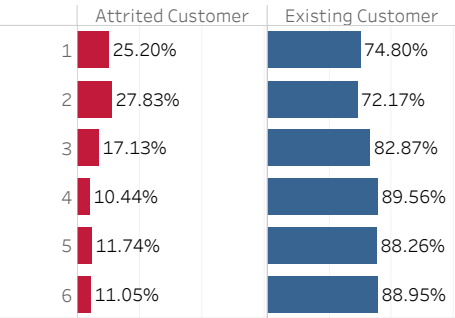
Income Category



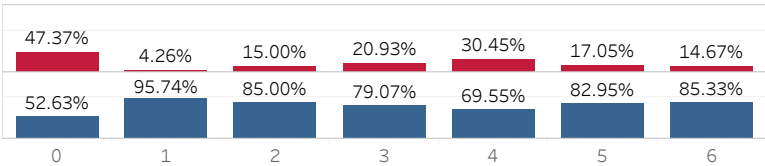
Type of Card



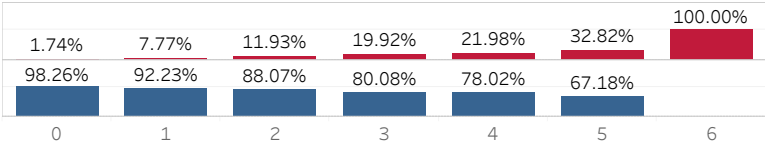
Number of Products Held by Customer



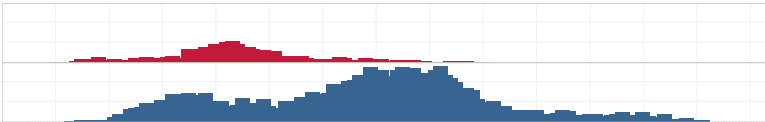
Month Inactive Distribution



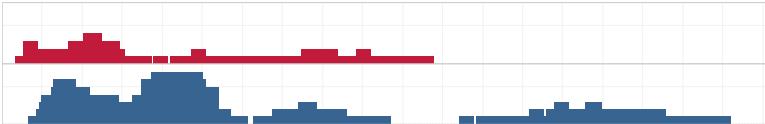
Contracts Count Distribution



Transaction Count Distribution



Transaction Amount Distribution



Attrition Analysis - Customer Financial Analysis

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Customer Attrition Heatmap
Income Category vs Education Level

Count of Customers
3 860

	Attrited Customer						Existing Customer					
	College	Doctor..	Gradu..	High S..	Post-G..	Unedu..	College	Doctor..	Gradu..	High S..	Post-G..	Unedu..
Less than \$40K	1.61%	1.43%	6.88%	3.19%	1.15%	2.69%	9.89%	3.87%	30.80%	19.09%	4.55%	14.86%
\$40K - \$60K	1.63%	0.71%	5.03%	3.19%	1.20%	2.69%	10.69%	4.04%	31.02%	20.25%	6.23%	13.31%
\$60K - \$80K	1.54%	0.54%	4.26%	3.63%	1.45%	1.72%	9.52%	4.26%	30.83%	22.21%	5.26%	14.78%
\$80K - \$120K	2.91%	0.92%	5.32%	3.00%	0.75%	2.83%	10.57%	3.66%	31.70%	19.97%	4.74%	13.64%
\$120K +	2.10%	1.40%	5.59%	4.72%	0.52%	3.50%	9.27%	4.72%	29.02%	19.58%	4.20%	15.38%

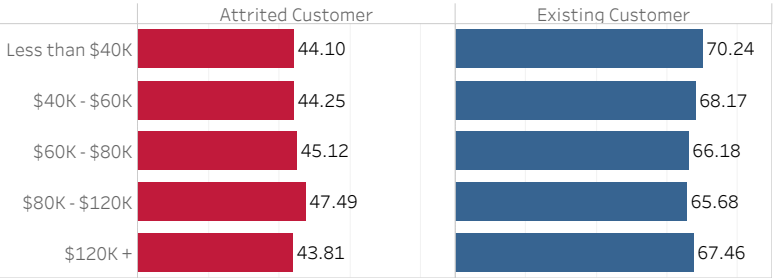
Correlation of Revolving Balance and Credit Limit



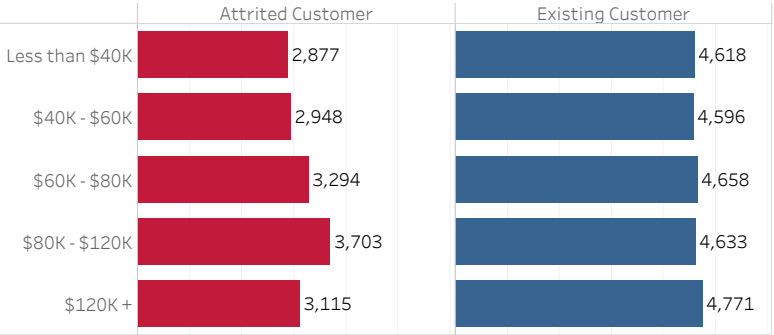
Attrition Analysis - Customer Behavior Analysis

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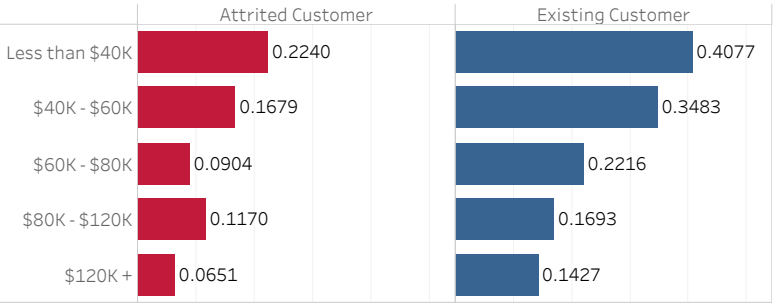
Avg of Transaction Count



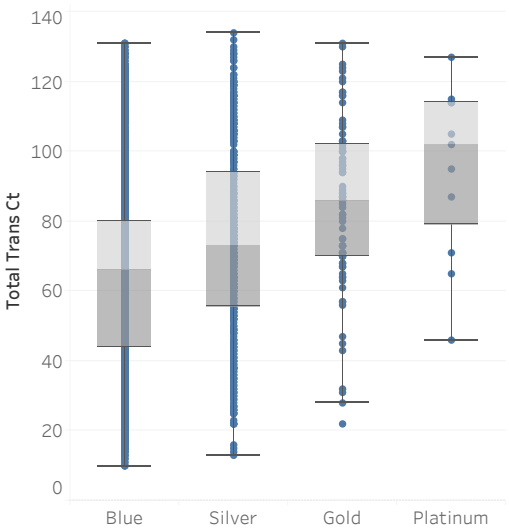
Avg of Transaction Amount



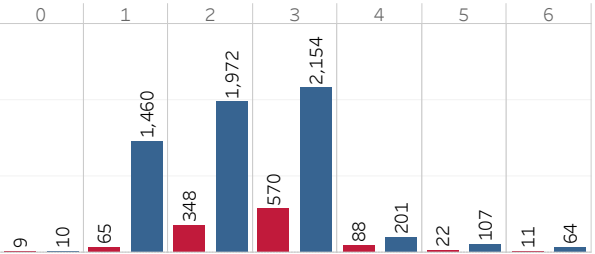
Avg of Utilization Ratio



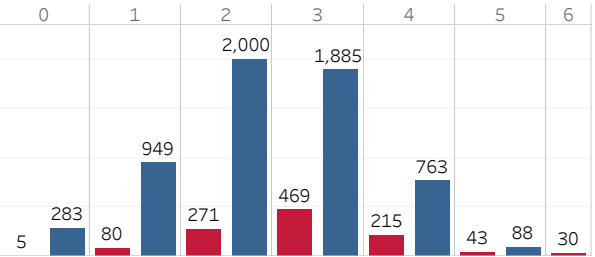
Distribution of Total Transactions & Type of Card



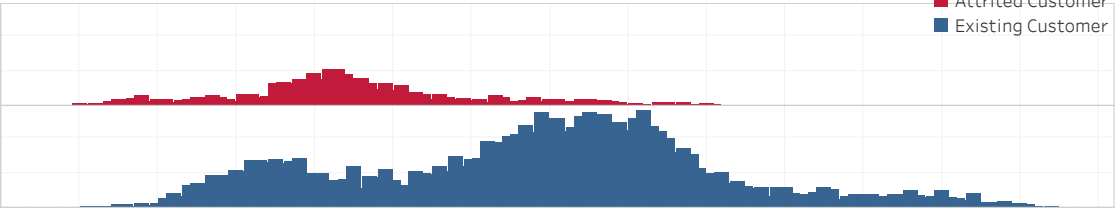
Month Inactive Distribution



Contacts Count Distribution



Transaction Count Distribution



Transaction Amount Distribution

