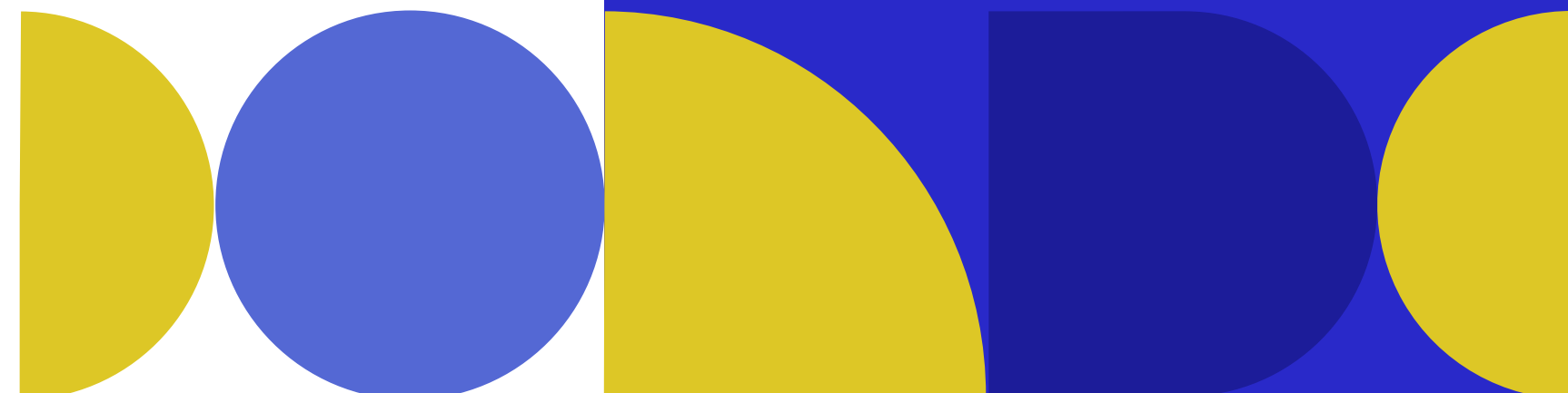# **Review Report** of Selected Metrics

Customer Churn Analysis
Based on Key Indicators

Presented By: Yash Devghare

Business Problem

Business Problem

- Every 1 in 5 customers is silently walking away — costing revenue, trust, and momentum.
- Despite product quality, the bank is losing valuable customers due to missed signals.
- Churn is not just a customer problem — it's a business growth blocker.
- If unaddressed, it drains marketing spend, reduces ROI, and limits long-term profitability.
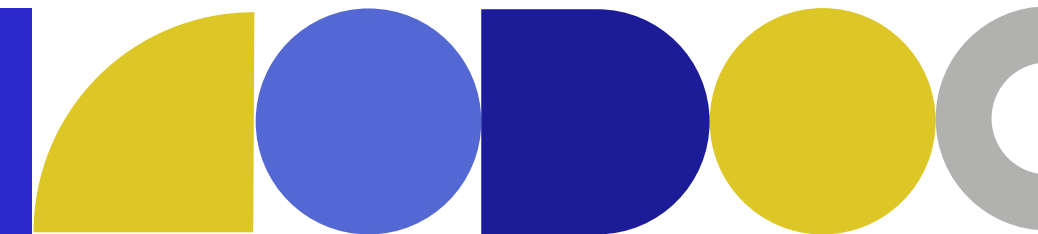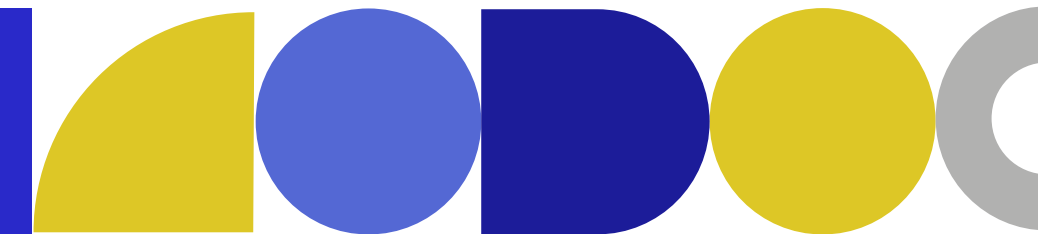
Project Objective
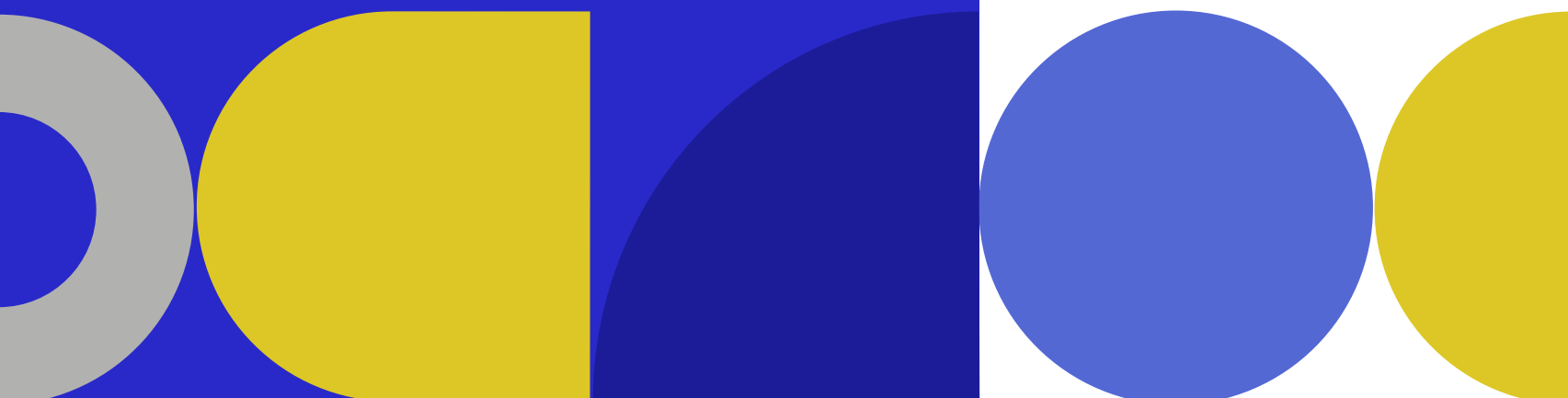
Project Objective

- We analyzed 10,000+ customer records to identify the key patterns behind churn.
- Focused on customers who left vs those who stayed, using key behavioral & demographic metrics.

Our goal:

- Pinpoint high-risk segments
- Recommend practical, targeted actions
- Empower leadership to reduce churn by 15–20%
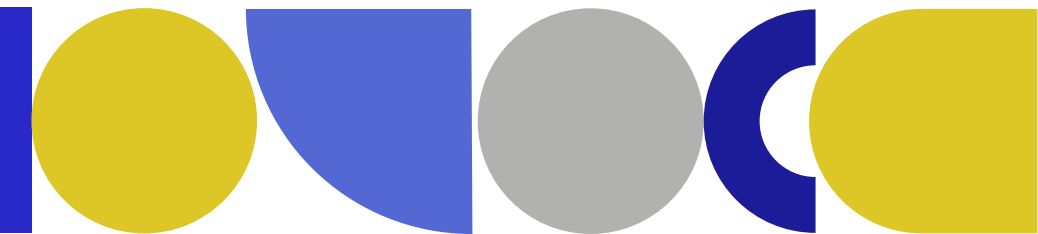
Executive Summary

Executive Summary

Total Customers Analysed
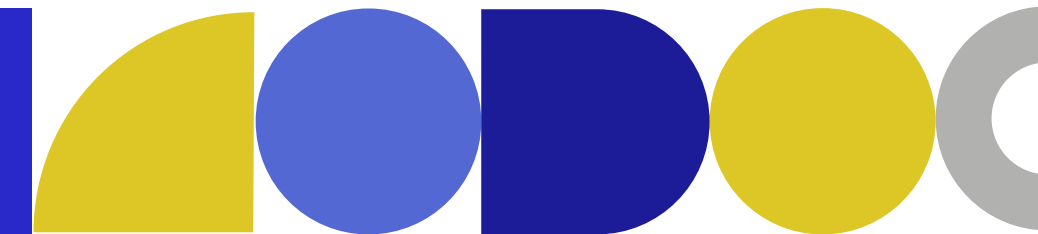
10,000

Overall Churn Rate

20.37%

Executive Summary

Key Risk Segments

- Inactive Customers
- Customers holding only one product
- Customers from Germany
- High-Balance Customers with low engagement

Summary Statistics

Summary Statistics

Metric	Mean	Median	Min	Max	Std Dev
Credit Score	651	652	350	850	96.65
Balance	₹76,015.27	₹0.00	₹0.00	₹1,24,272.68	₹50,228.82
Est. Salary	₹100,090.24	₹99,965.05	₹11.58	₹19,997.38	₹57,733.48
Age	39	37	18	92	10.49

Churn by Activity-Status
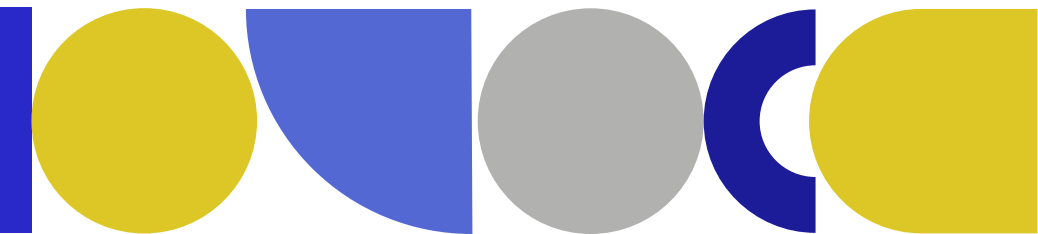
Active Customers

Inactive Customers

14.30%

26.12%

Insight: Inactivity nearly doubles the chance of churn.

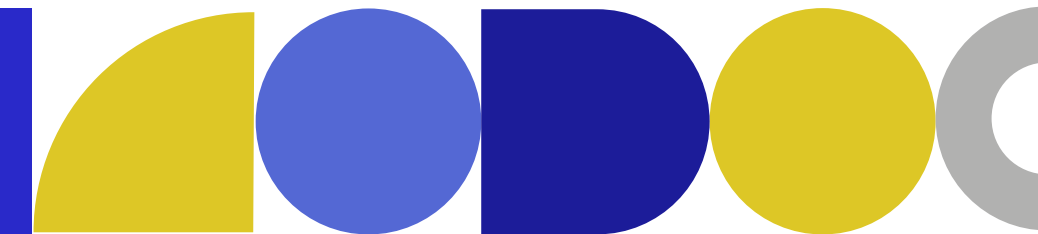# **Churn** by Product Holding
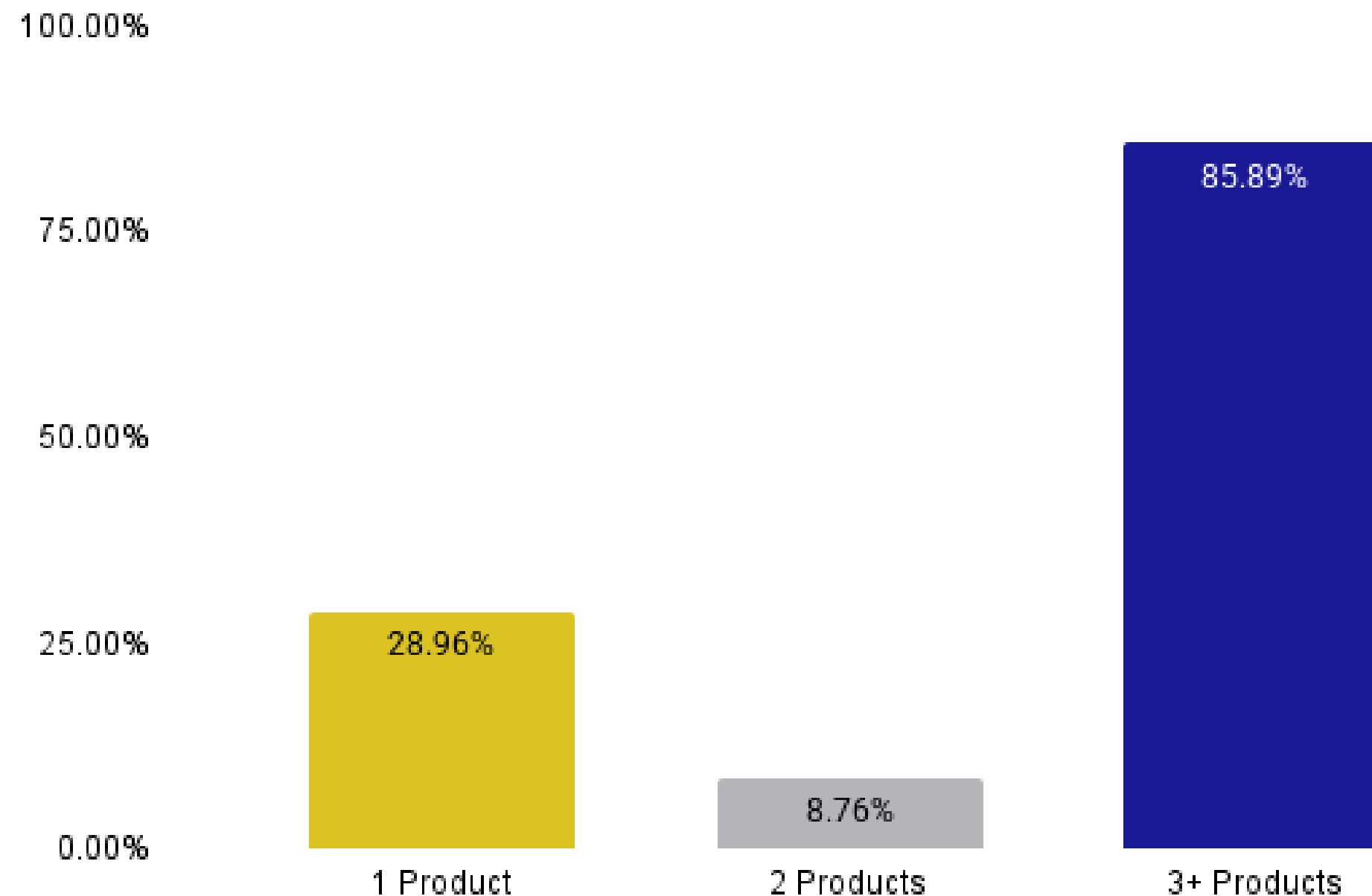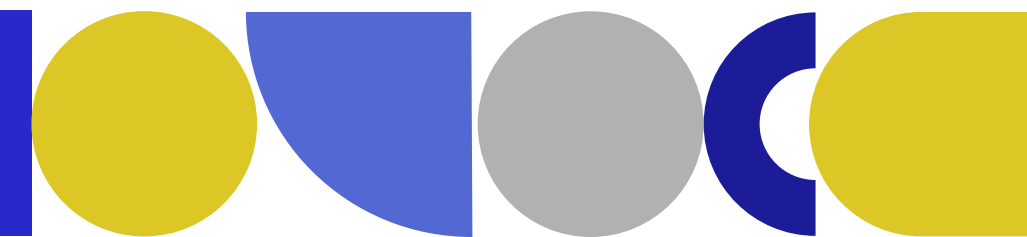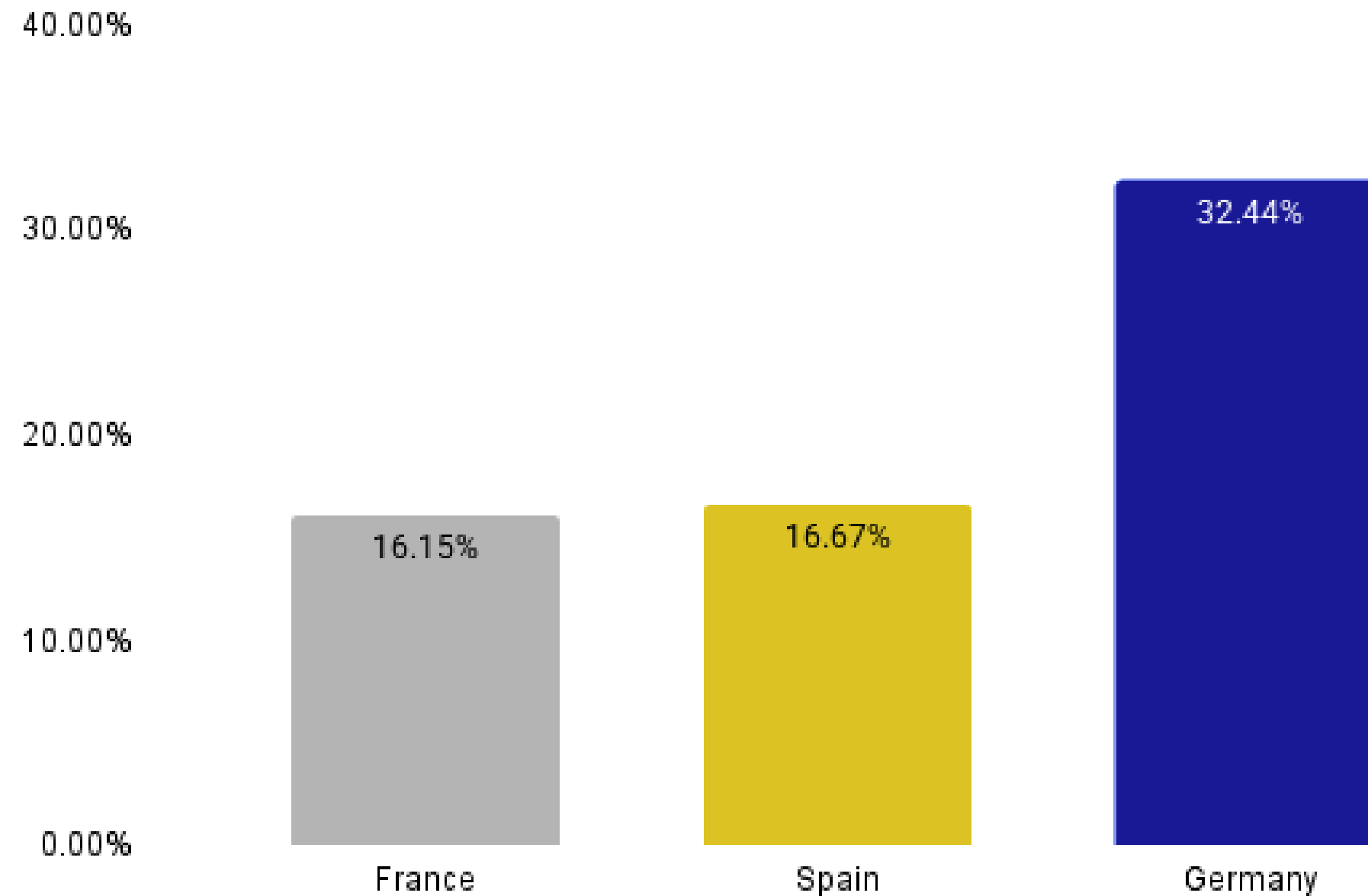
Churn by Product-Holding

Insights

- While 2-product customers are most stable,
- 1-product holders are at risk and need upsell engagement,
- 3+ product holders show unexpected high churn — requiring further investigation into satisfaction or forced product fit.

Churn by Geography
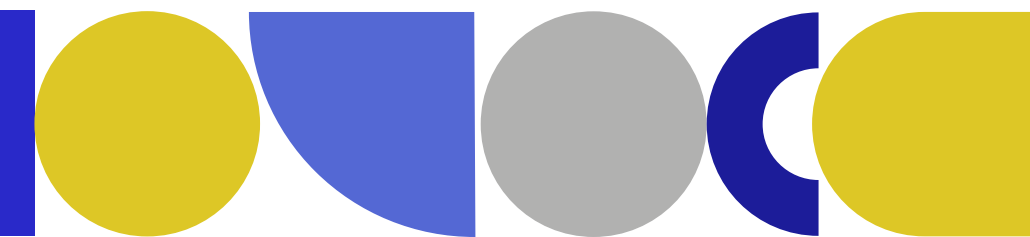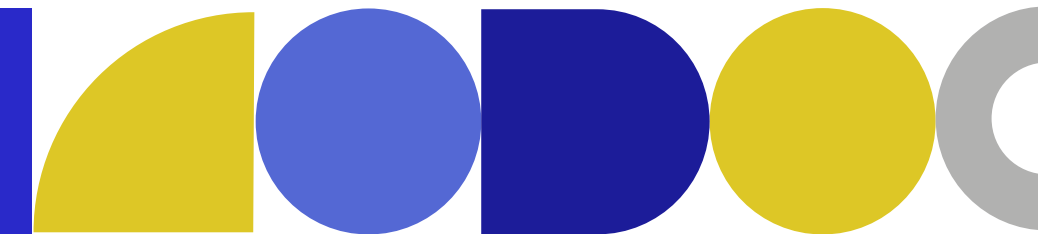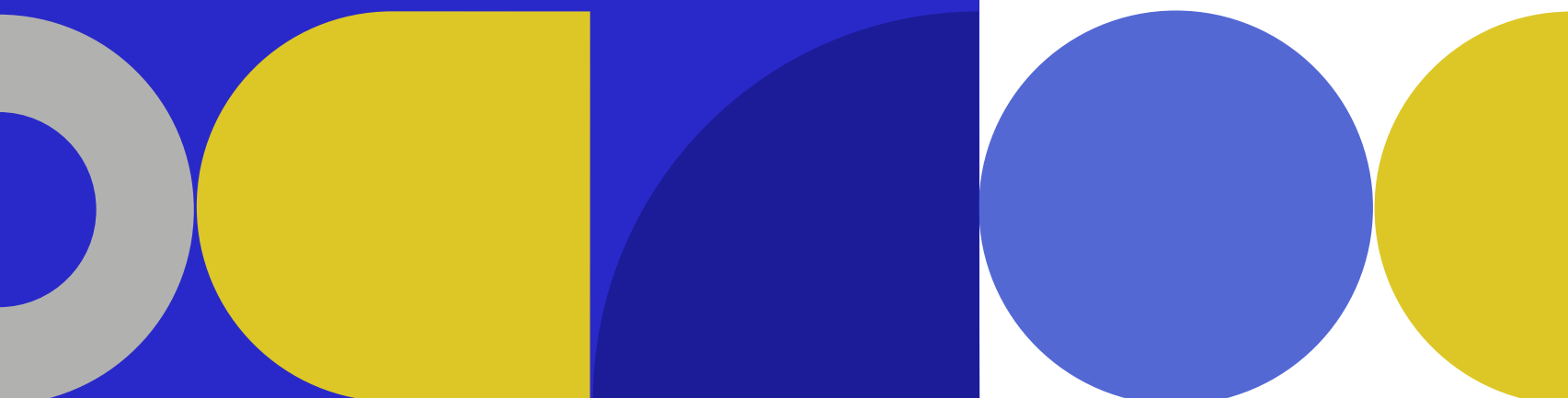
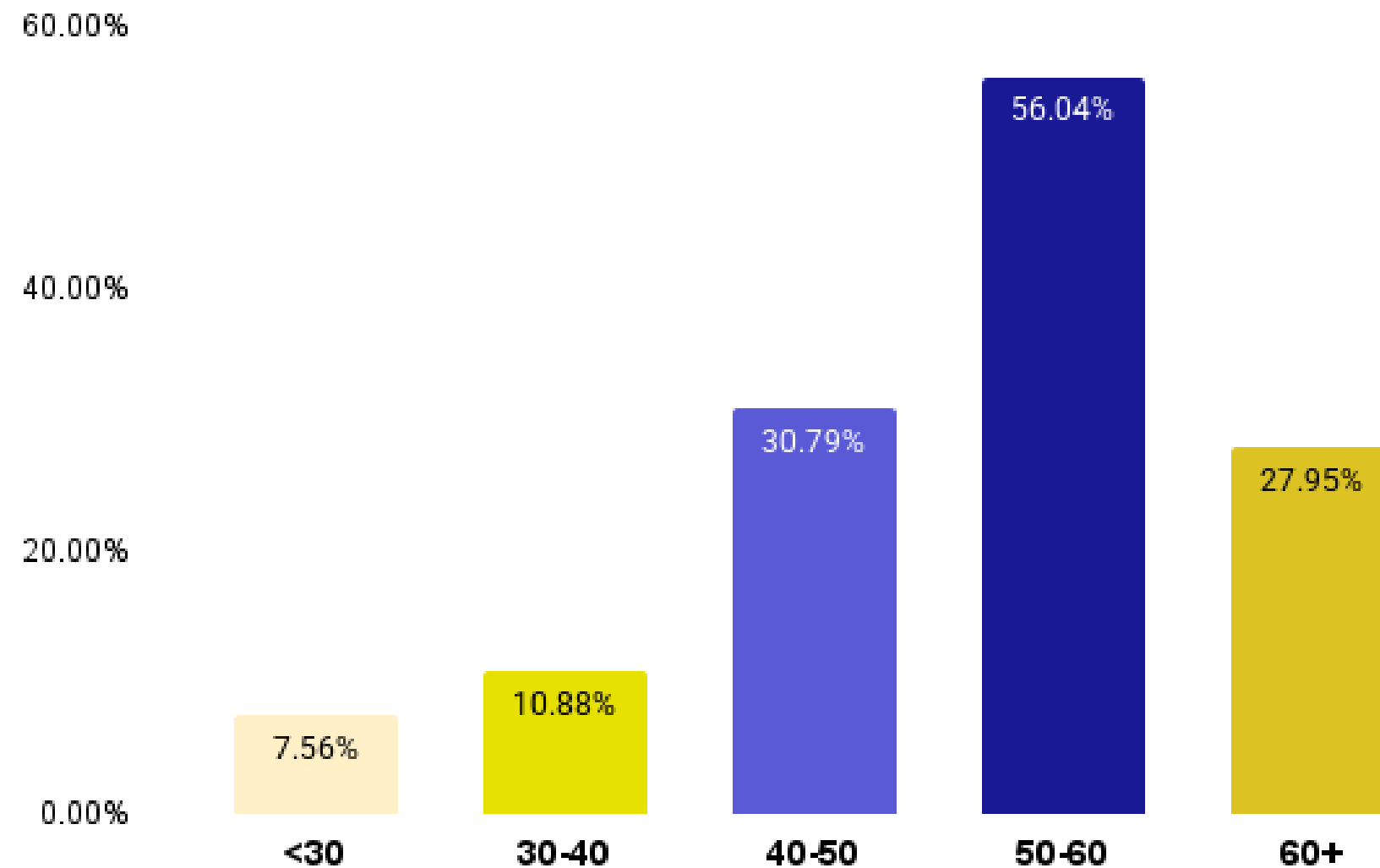# **Churn** by Geography

Insights

- Germany has the highest churn rate, nearly double that of France and Spain.
- Indicates potential regional dissatisfaction, service issues, or competitive factors in the German market.
- France and Spain are relatively stable but still contribute significantly to overall churn due to larger customer volumes.
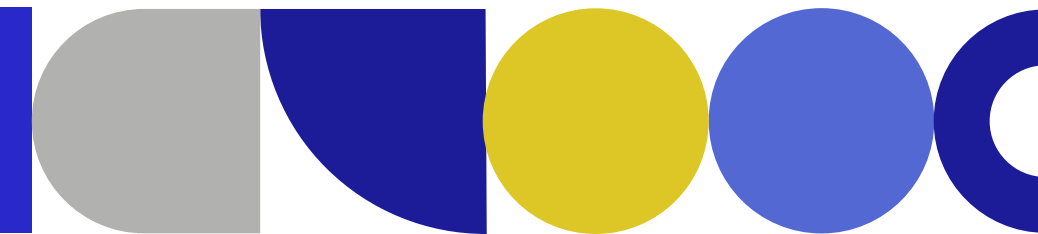
Churn by Age

Churn by Age

Insights:
- Churn increases sharply after age 40, peaking in the 50–60 segment at 56.04%.
- Younger customers (<40) show very low churn, possibly due to better digital engagement or less product burden.
- 40–60 age group is the most at-risk segment, needing targeted retention strategies and product satisfaction monitoring.

Churn by Balance
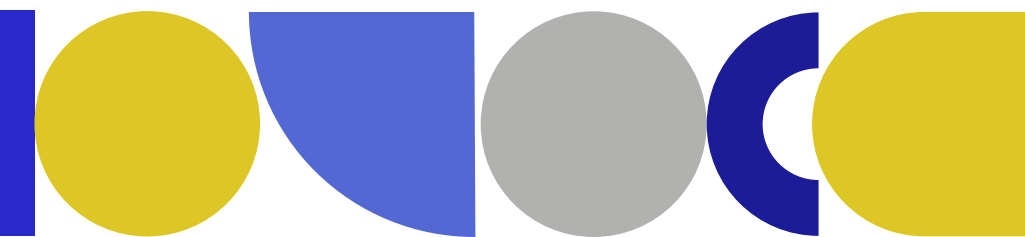
Churn by Balance

30.00%

20.00%

10.00%

0.00%

Zero Balance — 14.29%

₹1 to ₹100K — 17.92%
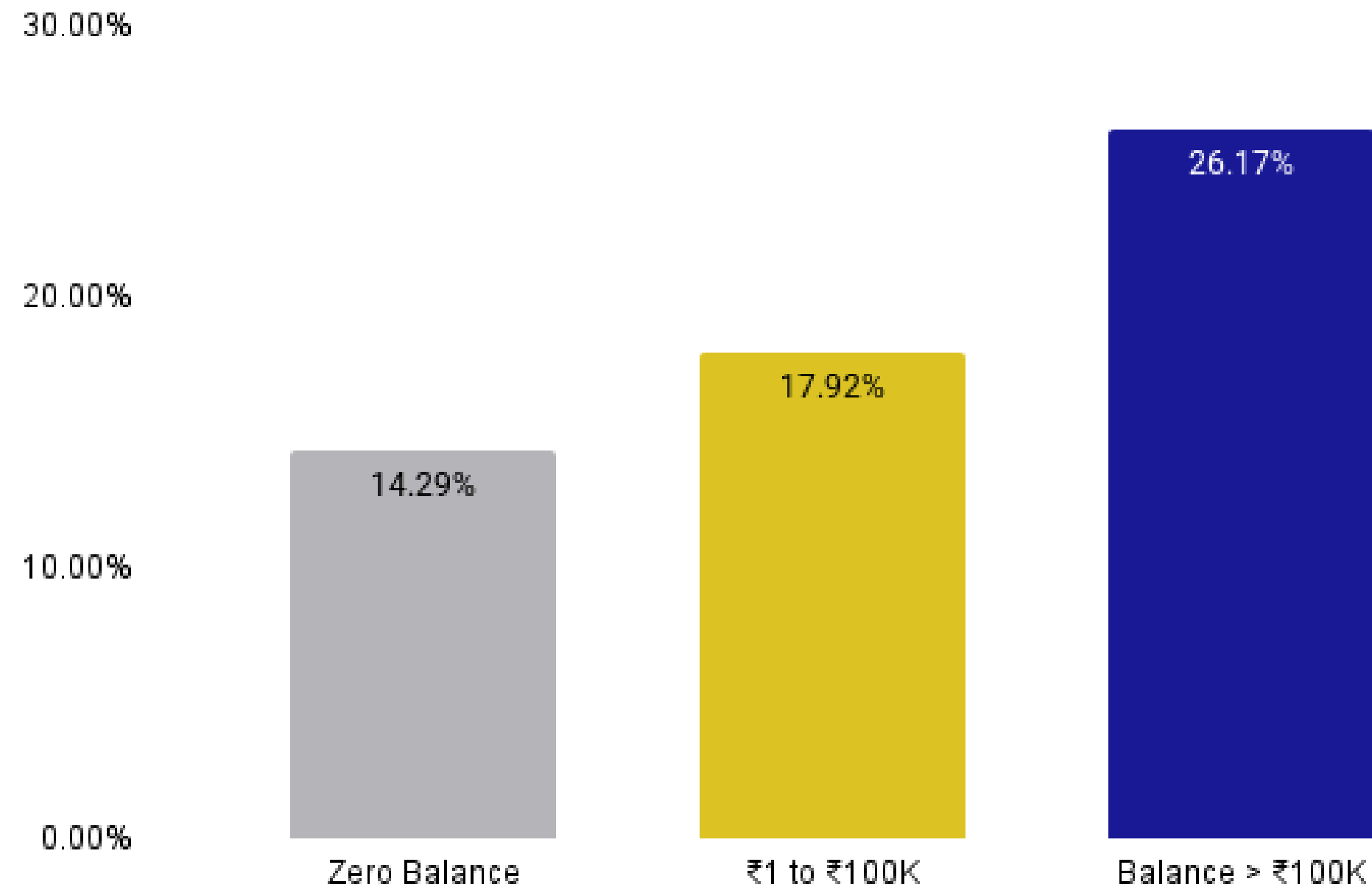
Balance > ₹100K — 26.17%

Zero Balance

14.29%

₹1 to ₹100K

17.92%

Balance > ₹100K

26.17%

Why These Parameters Matter ?

Why These Parameters Matter ?

◆ **Product Holding**
  - Shows how deep a customer's relationship is.
  - 1-product users churn more; 3+ products see dissatisfaction despite high involvement.

◆ **Geography**
  - Regional differences in churn rates (Germany 32.44%) reflect localized service issues or competitive pressures.

◆ **Age**
  - Churn increases with age, especially 50–60 age group (56% churn). Indicates varying expectations and digital comfort levels.
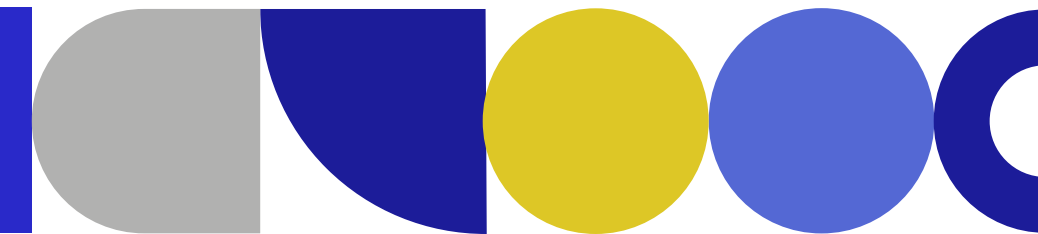
Why These Parameters Matter ?

◆ **Balance**
- High-balance customers still churn at 26.17%, showing financial value doesn't always equal loyalty.

◆ **Activity Status**
- Inactive users churn at nearly double the rate of active users (26.12% vs. 14.30%). Easy to monitor and take early action.

Summary
- **These parameters reflect engagement, satisfaction, and switching risk.**
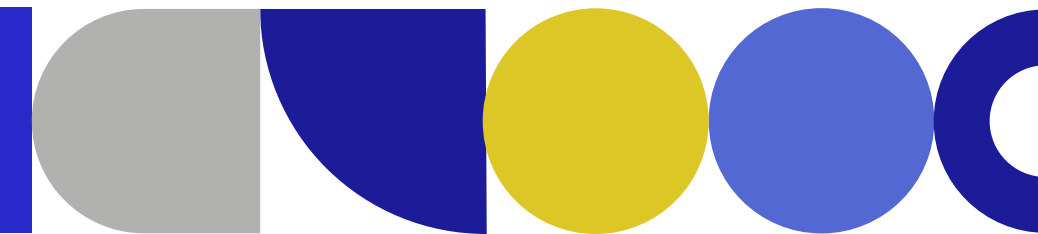- **All offer immediate actionability for churn reduction strategy.**
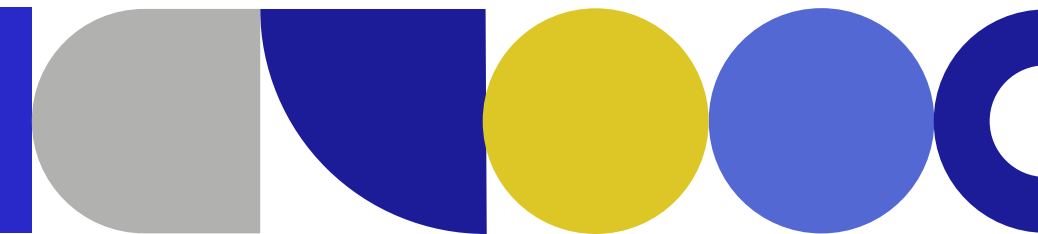
Final
Takeaways

Final Takeaways

Churn is driven by:
- Inactivity
- Low product engagement
- Geography (Germany)
- Older customers

Action: Use these insights to prioritize retention strategies and targeted campaigns.

"We see our customers as invited guests to a party, and we are the hosts. It's our job to make every aspect of the customer experience a little bit better."

—Jeff Bezos

Thank YOU!