Bank churn analysis report

What is churn analysis?

It helps the organization such as a bank understand why a customer decides to part ways with the respective company.
Using various indicators the company understands and then takes effective measures to prevent customers from going to their competitors and to simultaneously boost the retention rate of any new customers coming through the door.

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Bank Customer Churn Analysis

10K	5151	4849	7055	2945	2037	7963
Total customers	Active Customers	Inactive customers	Credit card holder	Non credit card holders	Exit customers	Retained_customers

Year
All

Month Name
All
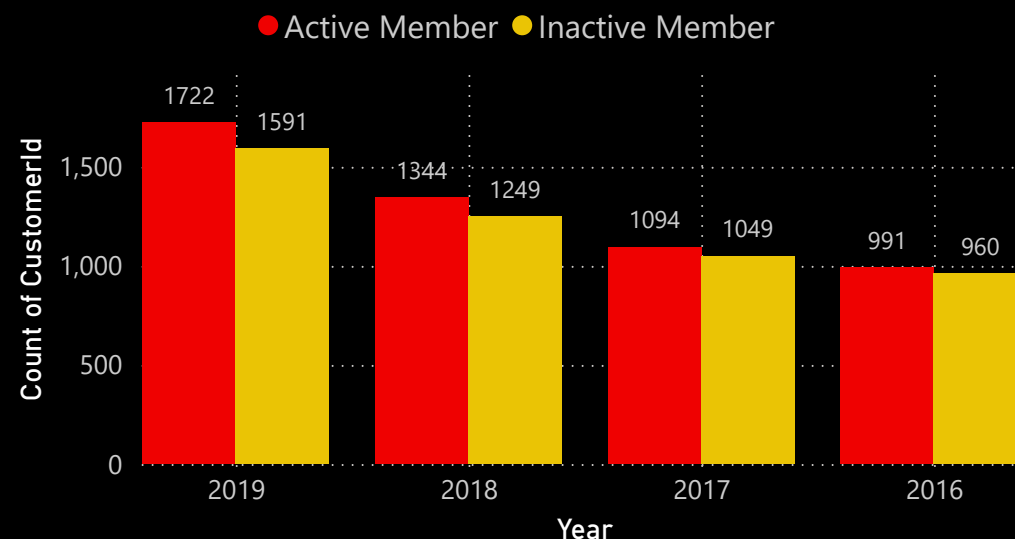
GeographyLocation
All

ExitCategory
All

ActiveCategory
All

**Year**
All

Count of CustomerId by Year and ActiveCategory

● Active Member ● Inactive Member

1722 1591
1344 1249
1094 1049
991 960

2019 2018 2017 2016
Year

previous_month_exit_customer and Exit customers by Month Name

● previous_month_exit_customer ● Exit customers

62 283
50
70
31
130
281 31
307 30
29 56
25
133
24
133
22
146
17
58
137
6
103

Dec Oct Jul Sep Nov Jun Aug Apr May Feb Mar Jan
Month Name
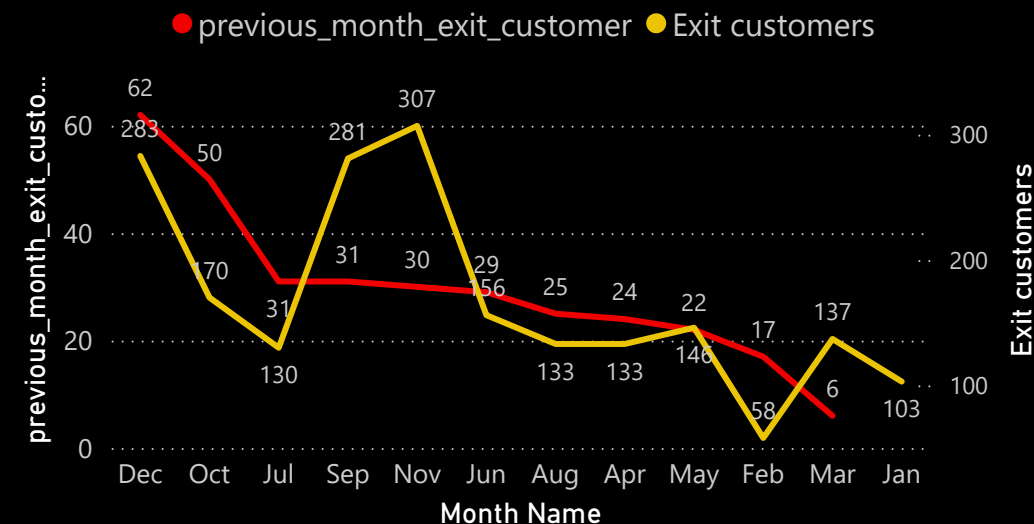
Exit customers by GenderCategory

● Female ● Male

1K (44.08%)
1K (55.92%)
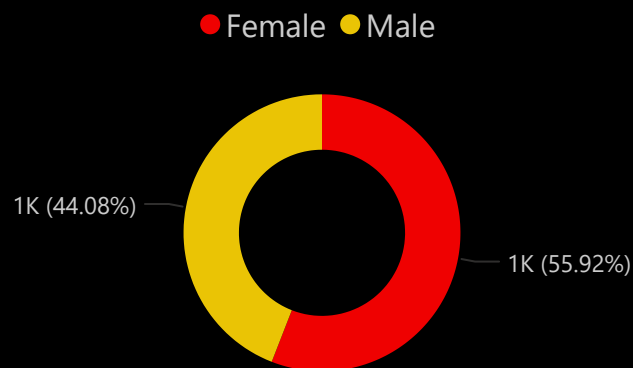
Exit customers by Category

● credit card holder ● non credit card holder

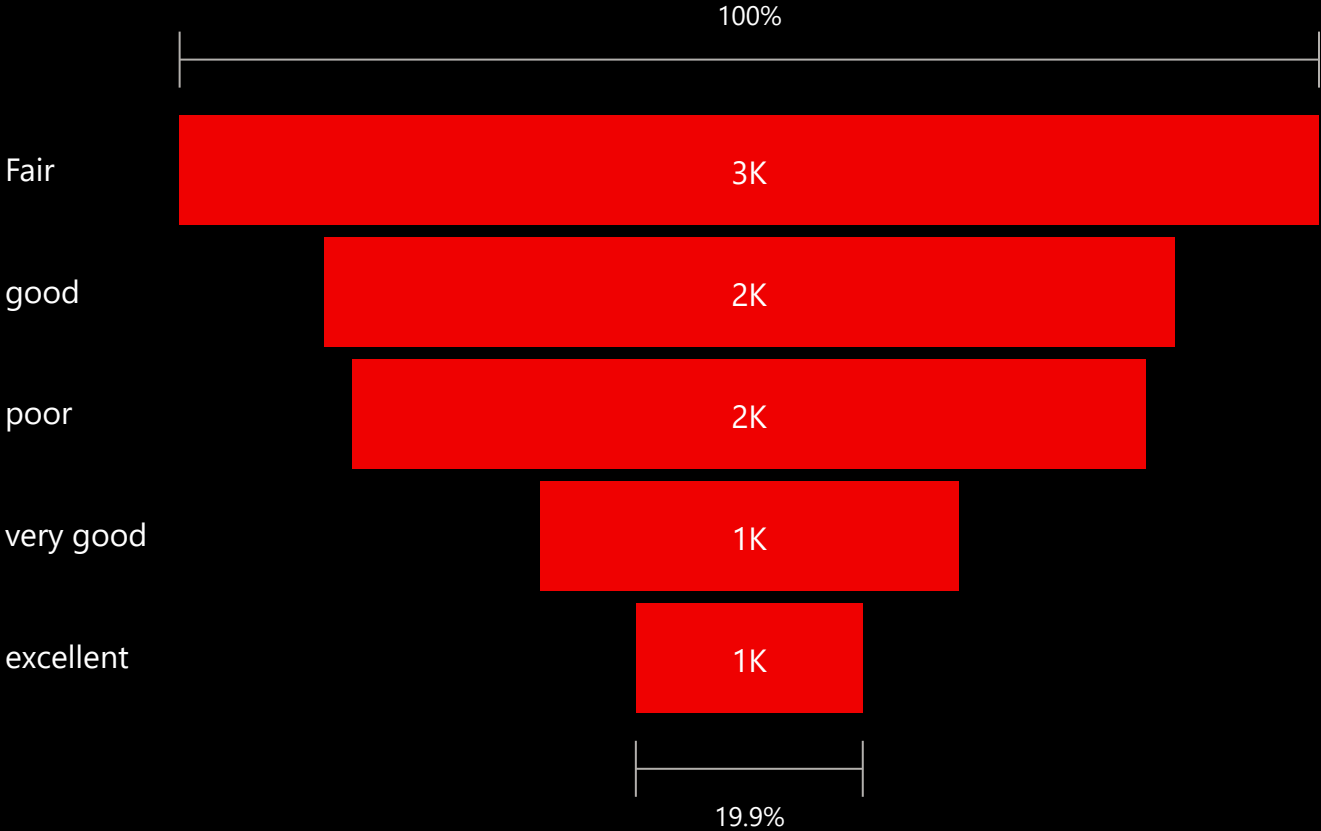1K (30.09%)
1K (69.91%)
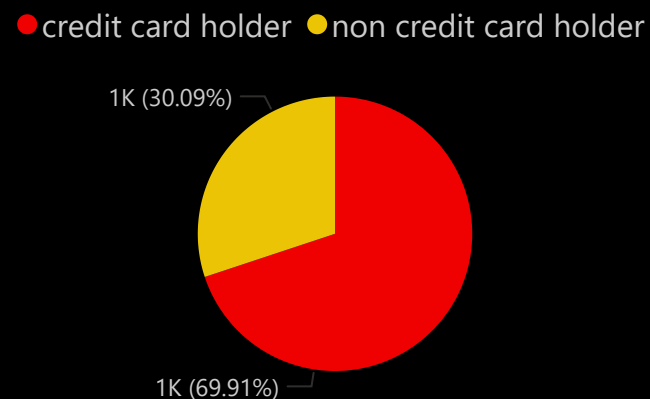
Insights

In November, 307 customers exited, which was the highest increase. This increase was a 429.31% increase compared to the lowest exit percent in Feb with 58 customers exiting. The customers exited and customers exited in the previous month show a positive correlation.
In the month of November the difference between the customers

Count of CustomerId by GeographyLocation

● France ● Germany ● Spain

2.48K (24.77%)

5.01K (50.14%)

2.51K (25.09%)
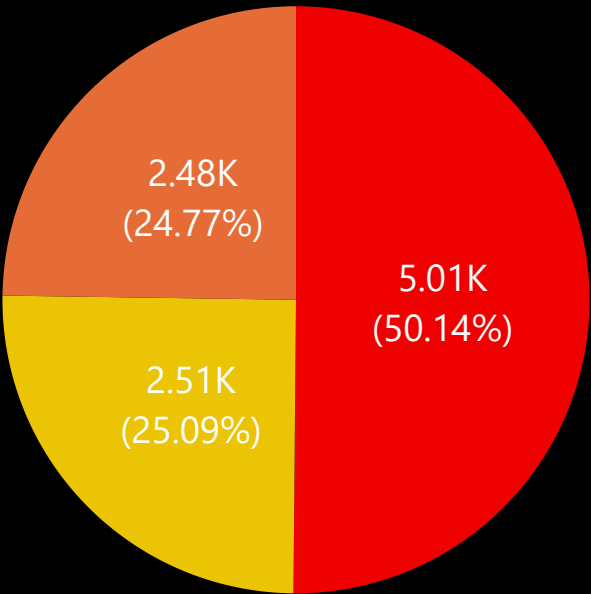
Retained_customers by credit_type

credit_type	value
Fair	3K
good	2K
poor	2K
very good	1K
excellent	1K

100%

19.9%

Churn percent

Year	January	February	March	April	May	June	July	August	September	October	November	December
2016	↑ 20.73%	↓ 12.00%	↓ 17.02%	↓ 16.30%	↑ 23.02%	↑ 23.48%	↓ 16.56%	↑ 20.81%	20.16%	17.75%	19.81%	19.22%
2017	↑ 27.59%	↓ 14.06%	↑ 25.95%	↑ 26.71%	18.44%	↑ 21.15%	19.46%	↓ 16.78%	↑ 21.45%	↑ 26.35%	↑ 23.78%	↑ 22.16%
2018	↑ 21.62%	↑ 20.65%	19.75%	20.00%	↑ 22.83%	19.23%	20.10%	↑ 25.00%	19.89%	↓ 16.50%	20.38%	19.43%
2019	↓ 17.34%	20.34%	↑ 21.33%	18.78%	20.16%	19.34%	↓ 16.22%	↓ 17.26%	↑ 21.24%	↑ 21.36%	↑ 21.60%	19.57%

Summary Insights

KPIs:

1. Year wise numbers of Total active and inactive customers.

2. Number of customers exited compared to number of customers exited in the previous month.

3. Gender-wise categorization of the exited customers

4. Credit-type wise categorization of the exited customers.

5. Churn percentage for each year for each month.

6. Customer categorization based on their location.

7. The number of retained customers based on their credit type.

Thank You!