

Customer Churn Analysis

10K

Total Customers

5151

Active Members

4849

Inactive Members

7055

Credit Card Holders

2945

Non credit card holders

2037

Exit Customers

7963

Retain Customers

Year

All

Month Name

All

GeographyLocation

All

ActiveCategory

All

GenderCategory

All

Year	Apr	Aug	Dec	Feb	Jan	Jul	Jun	Mar	May	Nov	Oct	Sep
2016	● 0.16	▲ 0.21	▲ 0.19	● 0.12	▲ 0.21	● 0.17	◆ 0.23	● 0.17	◆ 0.23	▲ 0.20	▲ 0.18	▲ 0.20
2017	◆ 0.27	● 0.17	▲ 0.22	● 0.14	◆ 0.28	▲ 0.19	▲ 0.21	◆ 0.26	▲ 0.18	◆ 0.24	◆ 0.26	▲ 0.21
2018	▲ 0.20	◆ 0.25	▲ 0.19	▲ 0.21	▲ 0.22	▲ 0.20	▲ 0.19	▲ 0.20	◆ 0.23	▲ 0.20	● 0.17	▲ 0.20
2019	▲ 0.19	▲ 0.17	▲ 0.20	▲ 0.20	▲ 0.17	● 0.16	▲ 0.19	▲ 0.21	▲ 0.20	▲ 0.22	▲ 0.21	▲ 0.21

Exit Customers for Female (1139) was higher than Male (898).

Very good in GenderCategory Female made up 45.61% of Exit Customers.

Exit Customers by GeographyID and GeographyLocation



Exit Customers by credit type and GenderCategory

GenderCategory ● Female ● Male

