

Customer Churn Analysis



10K

Total customer

5151

Active Customers

4849

Inactive Customers

7055

Credit Card Holders

2945

Non Credit Card Holders

7963

Retain Customers

2037

Exit Customers

YEAR

All

Month

All

Geography...

All

ExitCategory

All

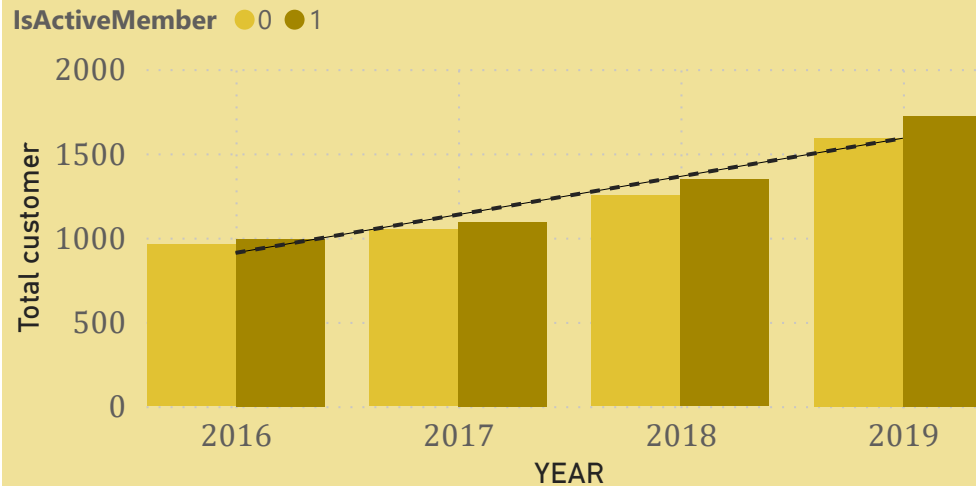
GenderCate...

All

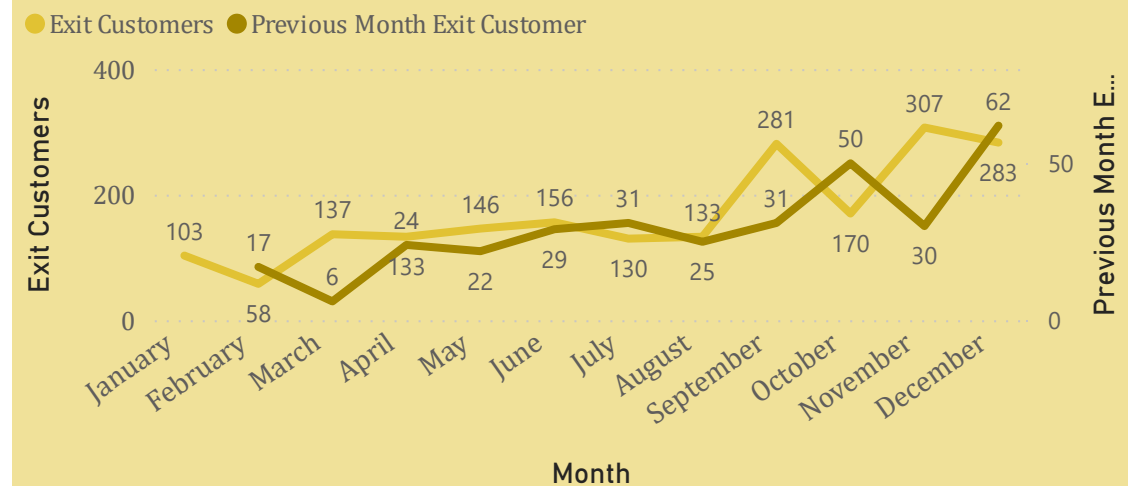
ActiveCateg...

All

Total customer by Year

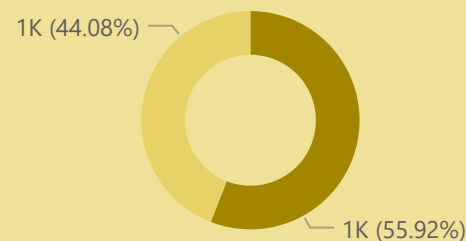


Exit Customers & PreMonth Exit Customer by Month

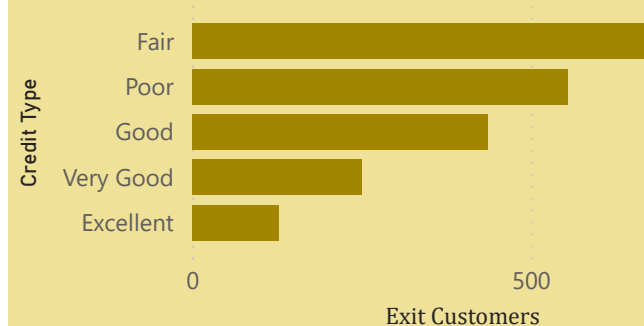


Exit Customers by GenderCategory

GenderCa... ● Female ● Male

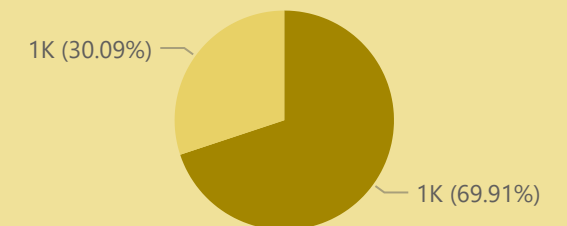


Exit Customers by Credit Type



Exit Customers by Category

Category ● credit card holder ● non credit card holder



Customer Churn Analysis

YEAR

All

Month

All

GeographyLoc...

All

ExitCategory

All

GenderCat...

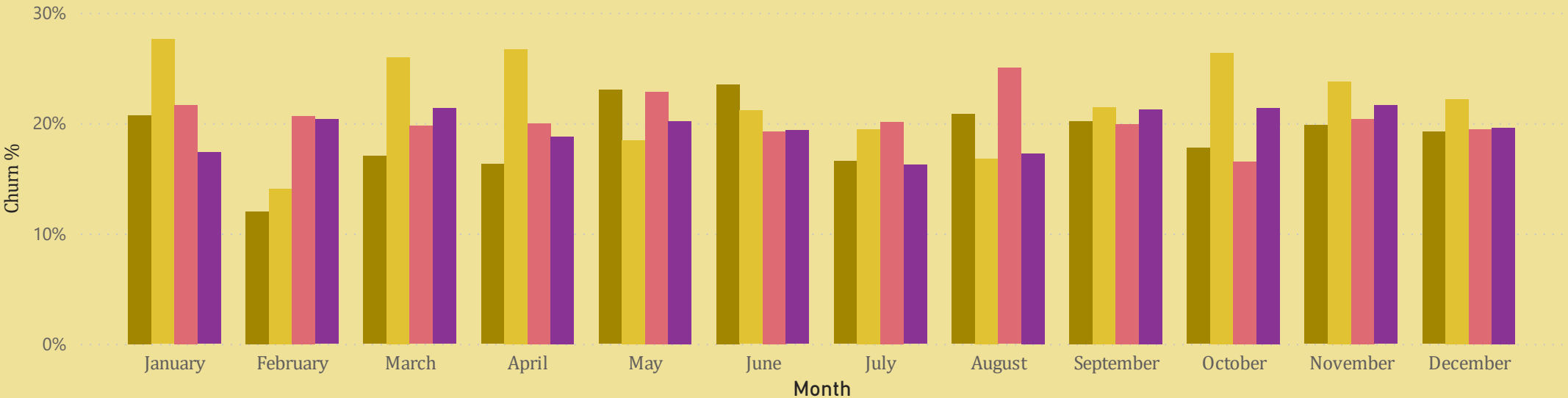
All

ActiveCateg...

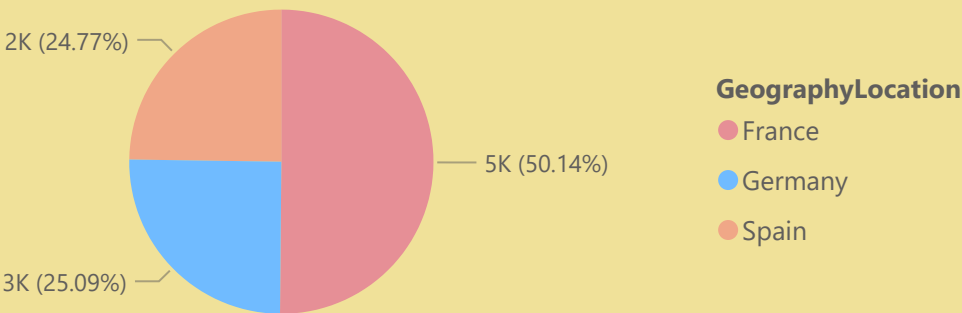
All

Churn Percentage

YEAR ● 2016 ● 2017 ● 2018 ● 2019



Total customer by GeographyLocation



Exit Customers by Year & GeographyLocation

GeographyLocation ● France ● Germany ● Spain

