

Bank's Customer Retention Analysis

10K

Total Customers

5151

Active Customers

4849

inactive customers

7055

Credit Card Holders

2945

Non Credit Card Holders

7963

Retained Customers

2037

Exit Customers

year
All

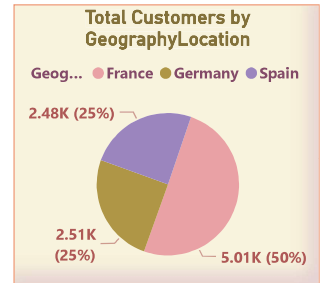
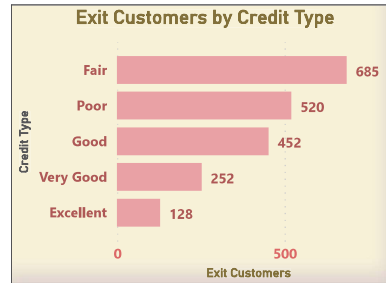
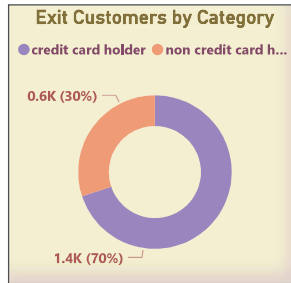
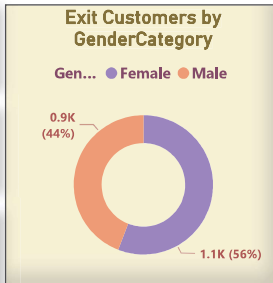
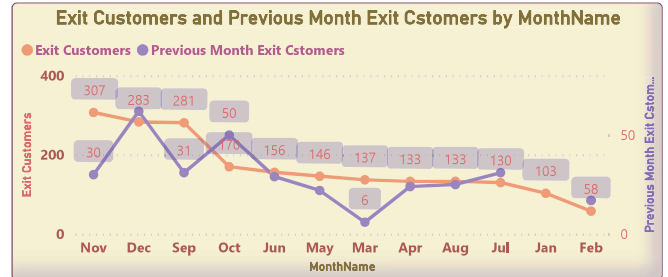
MonthName
All

GeographyLocati...
All

ActiveCategory
All

ExitCategory
All

GenderCategory
All



Churn Rate													
year	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Total
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%	19.27%
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%	22.35%
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%	20.21%
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%	19.86%
Total	21.37%	17.90%	20.95%	20.37%	21.04%	20.39%	18.03%	19.73%	20.72%	20.46%	21.36%	20.09%	20.37%