

RBC Customer Churn 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

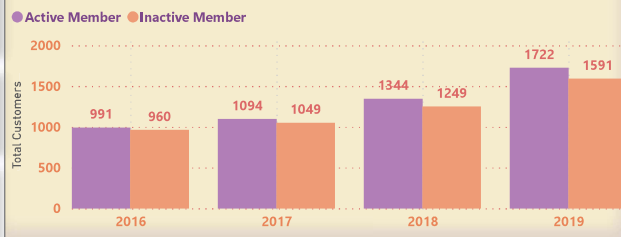
GeographyLocati...
All

ActiveCategory
All

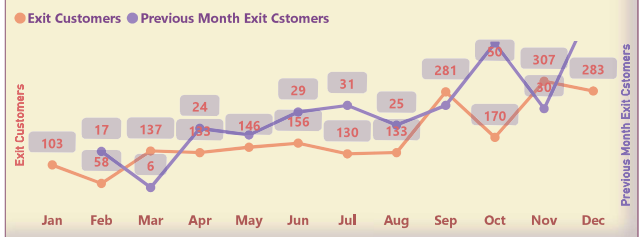
ExitCategory
All

GenderCategory
All

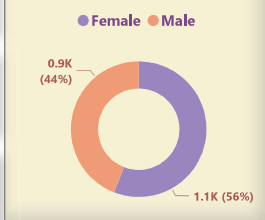
Total Customers by year and ActiveCategory



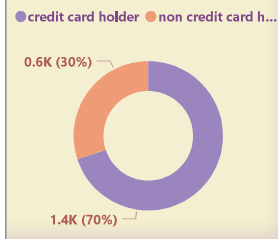
Exit Customers and Previous Month Exit Customers by MonthName



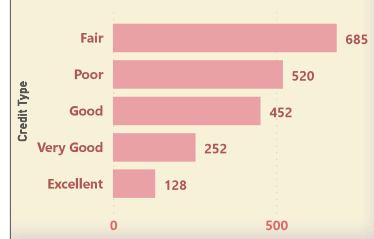
Exit Customers by GenderCategory



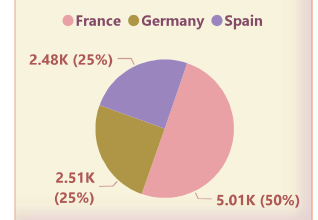
Exit Customers by Category



Exit Customers by Credit Type



Total Customers by GeographyLocation



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%